...1952 TECHNOLOGY DEPT. 35c PER COPY

BROADCASTING TELECASTING

N1143 A 10D Dec52 H-B

"BROADWAY TV THEATRE" ON channel 9 IS THE NO. 1 DRAMATIC SHOW ON New York TELEVISION*

PUBLIC LIBRARY MAY 19 1952 DETROIT

...delivering an audience of 918,000 families in New York tv homes for its sponsors... R. J. Reynolds Tobacco Company for Cavalier Cigarettes and the General Tire and Rubber Company.

MON. THRU FRI. 7:30 to 9 PM

"BROADWAY TV THEATRE"
A WARREN WADE PRODUCTION

Full-length, original Broadway hits . . . live, complete...each night for one week.

YOUR TICKET TO SALES

WOR-tv channel 9
1440 BROADWAY, NEW YORK.
LOngacre 4-8000

*Special Pulse Survey — April, 1952

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...Undetermined ...Morals' Probe Page 27

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21ST year

XUM

CHECK WLS TODAY FOR

8 Great Selling Opportunities

News—stepped up by two giant political conventions coming up, by a lingering war situation—is more in demand than ever before!

And in the WLS-blanketed Chicago-Midwest, that demand results in larger and larger WLS listening audiences—in two *more* news broadcasts added to the already fast-selling WLS schedule.

Check today on availabilities adjacent to or within one or more of these WLS newscasts. Some are sold but you'll find a profitable opening for your product somewhere in these eight great sales opportunities:

Ervin Lewis

Robert Lyle

Larry McDonald

Al Tiffany

4 top men—Midwest-trained for Midwest listeners — deliver these eight daily newscasts on WLS.

NEWS ON WLS AT

5:45 A.M. 10:15 A.M.
6:45 A.M. 12:00 NOON
7:30 A.M. 1:00 P.M.
7:45 A.M. 6:00 P.M.
(and 9:45 P.M. on Saturdays)

Write for News About "OPERATION GROCER 1952"

WLS

The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

GO YANKEE

Go Home-Town with the Yankee Home-Town Food Show

featuring
RUTH MUGGLEBEE
and
BILL HAHN

These products are featured regularly on

YANKEE HOME-TOWN FOOD SHOW

AMAZO
GLENWOOD RANGES
HABITANT SOUPS
KREY'S SLICED MEATS IN GRAVY
LA CHOY PRODUCTS
LAMOUR COLOR COMB
LOG CABIN SYRUP
MICHIGAN MUSHROOMS
TINTEX DYES

Yankee Home-Town Food Show is the sensation of New England food shows — and for good reasons:

1. It's a great show featuring Ruth Mugglebee, Woman's Editor Boston Record-American and Sunday Advertiser and Bill Hahn, Yankee Radio and TV Personality —

Monday thru Friday, 1:15-1:45 P.M.

2. It reaches *locally* into more places where volume sales are made than any other food show.

3. The merchandising plan is exclusive and distinctive in New England. Renewals prove the high selling impact of this show.

Go Yankee! Go Home-Town — with the Yankee Home-Town Food Show!

THE YANKEE NETWORK

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.

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"very gratifying response..."

Early this year, the Lancaster Free Public Library and WGAL-TV jointly sponsored a "Friends of the Library" project which had its inception during a WGAL-TV studio telecast.

A follow-up program took televiewers behind the library scene to show its needs and the services offered. "Friends of the Library" had as its goal one thousand contributing members.

Mr. Joseph A. Benner, Lancaster's 1951 citizen of the year and project chairman, said, ". . . the result—1450 active contributing members . . . far beyond expectations. We are deeply appreciative of this television cooperation and the very gratifying response . . ."

A by-product of the campaign was greatly aroused public interest which has given added impetus to plans for a new library building.

Active, responsive participation in all worthwhile public service projects is an outstanding principle of WGAL-TV's operation.

A Steinman Station
Clair R. McCollough, *President*

WGAL-TV

Lancaster, Pennsylvania

Represented by

ROBERT MEEKER ASSOCIATES

NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

at deadline

CLOSED CIRCUIT

SYNDICATE composed of Bob Hope and several broadcasting and movie executives, with big financial backing from Lehman Bros., N. Y. investment bankers, negotiating for big-scale entry into radio-TV. Deal reportedly in wind for acquisition of radio and television properties in Midwest and East. Presence in negotiations of Lehman Bros., among biggest investment bankers in country, suggests number and importance of properties involved are substantial.

OMINOUS talk about further network rate adjustments continues to pervade Madison Avenue. Who will make first move, if any, is touchy question. If it's CBS, then NBC will follow and vice versa, though no network indicates it's anxious to be "first." Talk surrounds adjustment of nighttime rates into closer juxtaposition with daytime but with differential in favor of nighttime, premised upon larger available audiences during evening leisure hours.

ABC-UNITED PARAMOUNT THEATRES shortly expected to petition FCC to sever its case from that involving DuMont and Paramount Pictures. Petition will contend that protracted proceedings are working severe hardship on ABC and that other cases have no relation to factors involved in merger. Hearings began Jan. 15 and have revolved largely around matters not pertaining to merger per se, it will be contended.

PREDICTIONS that radio network rate situation would settle down by mid-1953 now are being revised to mid-1954 in network circles. That's premised upon slow progress being made in TV allocations. Thought was that licensing of any substantial numbers of TV stations would tend to stabilize overall radio-TV relationship.

SHORTLY TO BE announced will be election of J. Glen Taylor, heretofore director of government operations of General Tire & Rubber Washington activities, as a vice president of Thomas S. Lee Enterprises Inc., parent of Mutual, Don Lee, Yankee and WOR Divisions. He will become general executive at New York headquarters and a right hand bower to Thomas F. O'Neil, Lee Enterprises president and chairman and president of Mutual.

UPCOMING is plan for coordination of Mutual-WOR operations involving consolidation of certain activities on usual network-key station plane. This logically expected coordination is being evolved by President Tom O'Neil with top executives of divisions to transform Mutual from cooperative network to centrally operated organization as means of introducing greater efficiency and strength. Incidentally, change of corporate name from Thomas S. Lee Enterprises to General Teleradio Inc. should come any day now.

YOU CAN take it or leave it, but political soothsayers predict that Democrats will make heavier use of TV during upcoming campaign than Republicans, with GOP relying mightily

(Continued on page 6)

N. Y. MOVES TO KEEP TV FILM BUSINESS

ALERTED by growing shift of TV filming from New York to West Coast, New York Board of Trade Friday announced formation of a TV and Motion Picture Committee, to start functioning immediately. M. D. Griffith, board's executive vice president, was elected temporary chairman with David Pincus, head of Caravel Films and member of Film Producers' Assn., vice chairman. Others present at organizational meeting included William Ganz of William J. Ganz Co.; Dermid MacLean, Paul Hence Prod.; Peter J. Mooney, Audio Prod.; Walter Lowendahl, Transfilm; Edward Lamm, Pathescope; Elizabeth Calhoun, All-World Prod.; Gil Boag, Bedford Park; Lucile Sullivan, Annie Laurie Williams; Herbert Robinson and Fletcher Smith of Fletcher Smith Studios, and Otto H. Sutter of Seaboard Studios.

AMERICAN CHICLE ON CBS

CBS RADIO's new two-program, three-sponsor summer sales plan—similar to NBC's "Tandem" and ABC's "Pyramid"—may start off one-third sponsored on network basis (by American Chicle Co.) and with two-thirds available for sale by affiliates locally (unless network lines up one or more additional sponsors before Tuesday, scheduled effective date of American Chicle purchase). Programs and time periods involved are *People Are Funny* (Tues., 8-8:30 p.m.) and *Mr. Keen, Tracer of Lost Persons* (Thurs., 9:30-10 p.m.).

NARTB ELECTION GROUP

MEMBERSHIP of special "register and vote" campaign committee, in which NARTB will participate with American Heritage Foundation and Advertising Council [B•T, May 12], announced Friday by NARTB President Harold E. Fellows. Serving with Chairman John F. Patt, WJR Detroit, will be Frank Fogarty, WOW-TV Omaha; Joseph Wilkins, KFBB Great Falls, Mont.; Roger W. Clipp, WFIL-TV Philadelphia; Kenneth D. Given, WLBJ Bowling Green, Ky., and Paul W. Morency, WTIC Hartford.

BUSINESS BRIEFLY

SPOTS FOR HATS ● Adam Hats, N. Y., through Hirshon-Garfield, that city, preparing radio spot announcement campaign for Father's Day promotion, effective June 1 for two weeks in about 15 markets.

CANDY CAMPAIGN ● Peter Paul Inc., N. Y. (candy bars), through Maxon Inc., same city, preparing one-month radio campaign, daytime minutes and chain breaks, effective June 1 in about 25 markets.

RCA VICTOR BUYS ● RCA Victor division, through J. Walter Thompson Co., N. Y., effective June 1, will sponsor *Meredith Willson's Music Room* on NBC Radio, Sundays, 8-8:30 p.m. EDT, as summer replacement for the *Phil Harris-Alice Faye Show*. *Music Room* is currently heard on network as sustainer in Wednesday, 10:35-11 p.m. EDT slot.

READY MIX INTRODUCTION ● Swansdown Ready Mix (angel food), N. Y., preparing radio and TV spots and participations in about ten markets for an introductory offer, starting June 9 through June 27.

AEROSOL SWITCH ● Colgate-Palmolive-Peet Co., N. Y., names Street & Finney, same city, to handle advertising for its Florient aerosol air deodorant.

PITTSBURGH BUYS ● Pittsburgh Paint Co., through BBDO, N. Y., lining up radio availabilities on women's participation shows for probable campaign.

BREWERY HALF HOUR ● Smith Brewing Co., Philadelphia, placing half hour transcribed show *Obsession* in New England markets. Placed direct.

STU ERWIN RENEWED ● General Mills, through Dancer-Fitzgerald-Sample, N. Y., renews *Stu Erwin Show* on ABC-TV (Fridays, 7:30-8 p.m.) for 52 weeks effective June 6.

GOSPEL HOUR RENEWED ● Gospel Broadcasting Assn., Los Angeles, through R. H. Alber Co., that city, has renewed *The Old Fashioned Revival Hour* on ABC radio, Sundays, 4-5 p.m. EDT, for 52 weeks.

NCAA Ban Makes Atlantic Go Pro

FOOTBALL telecast ban of National Collegiate Athletic Assn. has resulted in cancellation by Atlantic Refining Co. of future sponsorship of college grid game broadcast. Firm sponsored 115 such contests on radio last season (see early story, page 60).

N. W. Ayer & Son, Atlantic's agency, in announcement Friday said that in place of college football on radio, refining company plans "a major program" of professional football telecasts. In letters to colleges with which agreements had been made, Atlantic explained: "Audience studies made last year showed that regardless of the importance of the game on radio, the game televised has an average of nearly four times the audience, even though it was in some cases being brought from a remote area."

Several of nation's largest colleges were involved.

Spokesman added that recent activities by NCAA-TV panel indicated that Atlantic "was likely to be blocked from televising college football in 1952."

Since N. W. Ayer & Son could not recommend radio without TV, letter said, "it is therefore necessary for us to recommend that Atlantic discontinue broadcasts of college football, because of this shift of radio listeners to television, and our loss of television position through the action of the NCAA."

Although Atlantic originally backed up radio audience losses by increasing video coverage, as regional sponsor, company was eliminated from last season's NCAA-TV plan which gave sponsorship on national basis to one company (Westinghouse), official stated.

Atlantic began sponsoring football broadcasts in 1936; it reputedly became first TV sponsor of college games in 1940 via Philadelphia experimental station.

for more AT DEADLINE turn page ➧

at deadline

FCC LETTERS INTERPRET POLITICAL BROADCAST RULE

MORE light on what stations can and can't do regarding political broadcasts was shed by FCC Friday when it released text of two letters interpreting Section 315 of Communications Act.

According to FCC, stations can't hold candidates' speeches to advocacy of office for which they're running. And, once a candidate announces for public office, any time afforded him must also be afforded other candidates for same office.

First clarification was contained in renewal of license of WMCA New York. Station had been put on temporary license after Socialist Labor Party complained WMCA had refused to carry sixth of series contracted for in behalf of Eric Hass, candidate for president of New York City Council. Station claimed Hass' broadcasts were not devoted to advancement of candidacy, but to advancement of Socialist Labor doctrine, that after being warned that some tie-up of series with office for which he was candidate must be accomplished, Haas and his party refused to comply.

FCC said station erred. Candidate's campaigning up to him, cannot be confined to office he is seeking, Commission stated. To permit that concept would empower stations to tell candidates how to campaign, it said.

Comr. Robert T. Bartley dissented, said Commission should have approved license renewal on ground WMCA had serious doubt about candidacy of Mr. Hass.

Other interpretation was in answer to request for declaratory ruling from KNGS Hanford, Calif. Station had been running weekly transcribed *Report from Congress* by Senator William Knowland (R-Calif.). Sen. Knowland announced candidacy for re-election on both Republican and Democratic tickets March 5. Station ran last of *Report from Congress* series April 9. On March 28, Rep. Clinton D. McKinnon (D-Calif.) asked for same time and facilities since he had announced his candidacy for Senate on Democratic ticket. Station refused Mr. McKinnon's request on ground Sen. Knowland's broadcasts were not political.

Commission said that since KNGS had given Sen. Knowland time on air after he was a candidate, other candidates must have equal opportunities. FCC also said Section 315 says nothing about nature of candidate's speeches, can be political or not but they're still candidate's broadcasts and thus equal time must be provided others.

WABD PROMOTION DEAL

MUTUAL promotion deal completed between WABD (TV) New York, key station of DuMont Television Network, and *New York Journal-American*, Richard E. Jones, recently appointed WABD manager, said Friday.

Journal-American was to introduce new, boxed feature on its radio-TV page same day, "WABD highlights of the day," and planned to start all its regular program schedules with WABD listings.

WABD, in turn, was to use *Journal-American* local news photos during newscasts, flashing newspaper's masthead on screen "several times" daily and suggesting to viewers, at end of each news program, that they obtain further details by reading *Journal-American*.

In this Issue—

Has the coincidental interviewing technique now used by C. E. Hooper Inc. deflated radio sets-in-use figures? John Blair & Co. says it has and comes up with a lot of research to support its charges. *Page 23.* But Mr. Hooper says he hasn't shortchanged radio a bit, and he believes his technique improves the accuracy and lowers the cost of both radio and TV measurements. *Page 29.*

Liberty Broadcasting System suspends service. It's all because the "baseball monopoly" wouldn't part with rights to enough games, says Gordon McLendon, LBS president. But Liberty will be back, he says, if it wins its $12 million suit against organized baseball. Meanwhile, 360 Liberty stations are out in the cold. *Page 25.*

Aspiring to occupy the TV channels reserved for them, educators hope they have a Ford Foundation in their future. They're putting the pressure on the world's biggest endowment to ante up enough money to get some educational TV stations on the air. Coincidentally, Sen. William Benton is asking the Foundation to create a national radio-TV commission which would bail him out of an embarrassing political position. *Page 59.*

If one station refuses the request of another for permission to rebroadcast a show, the refusal must be justified to the FCC. Here's a new rule that ought to make lawyers richer and give a lot of stations headaches. *Page 24.*

There's a flurry of radio and television network buying. Four advertisers snap up two-and-a-half hours of time dropped by others. Additionally, Wrigley gum starts saturation campaign, and Gulf Oil Co. buys 15 minutes across the board. *Page 25.*

Senate confirms reappointment of Comr. Rosel Hyde after Interstate and Foreign Commerce Committee, at confirmation hearing, tells Mr. Hyde it wants the FCC to speed the granting of TV stations and urges the Senate Appropriations Committee to recommend a $600,000 budget boost for the FCC to help it do the job. *Page 59.*

The House authorizes a committee to investigate immoral and offensive radio-TV presentations. Drys and do-gooders in the House push the investigation resolution through, while only two dozen Congressmen are present. *Page 27.*

Upcoming

May 19-20: BMI television clinic, New York.
May 22-23: Florida Assn. of Broadcasters, Royal York Hotel, Miami Beach.
May 22-23: BMI television clinic, Chicago.
May 23-24: Indiana Broadcasters Assn., Athletic Club, Indianapolis.

(Other Upcomings page 36)

Closed Circuit

(Continued from page 5)

on radio hitting into hinterlands. That's be cause Democratic strength lies largely in urba centers which are TV-covered for most par while Republican strategy must be to get ou the vote in hundreds of smaller communitie and rural areas. Appointment by Democrati National Committee of J. Leonard Reinsc as TV executive [CLOSED CIRCUIT, May 1 see story page 60 this issue] tends to confir this speculation.

FCC AUTHORITIES now doubt licensing even one new TV station prior to Novembe elections in any major market. There's som possibility of authorizations in secondary mar kets where no competition for facilities wi result and where applicant has equipmen readily at hand. But such grants, too, ar regarded as remote now.

C. E. HOOPER Inc. is under fire from mor quarters than John Blair & Co. which las week issued blast against present coincidenta techniques (see story page 23). Charles T Balthrope, station manager of KITE San Antonio, has sent letters to clients and others announcing KITE "is going to try to run the Hooper radio survey people out of San An tonio." Mr. Balthrope says Hooper surveys have been unstable and have outlived usefu ness.

WDET (FM) TRANSFER

TRANSFER of WDET (FM) from United Auto Workers (CIO) to Wayne U., Detroit was approved by FCC Friday. Auto Workers gave station, which had been losing about $4,000 per month, to educational institution [B•T, April 21, 7]. Wayne U. is subdivision of Detroit Board of Education, which already has non-commercial educational FM station WDTR in same city, used for class-room in struction. However, early this year, FCC de termined that duopoly rules did not apply to educational stations. Interestingly enough WDET (FM) operates on 101.9 mc (Channel 270), commercial channel. However, Wayne U. declared that it intended to run station non-commercially. Comr. George E. Sterling con curred in approval, but emphasized that since station was on commercial channel it would have to abide by commercial rules. Comr. Robert T. Bartley also concurred, but thought station should be shifted to non-commercial educational frequency.

RCA THESAURUS SALES

RECENT survey of station subscribers to RCA's Thesaurus commercial library package indicated—for three shows only—number of half-hour segments sold weekly totals 942. Since over half of sponsors signed for 52-week contracts, total sales of three shows average 24,497 half-hours per year. Three programs included in study are *Wayne King Serenade*, *Phil Spitalny's Hour of Charm*, and *Music by Roth.*

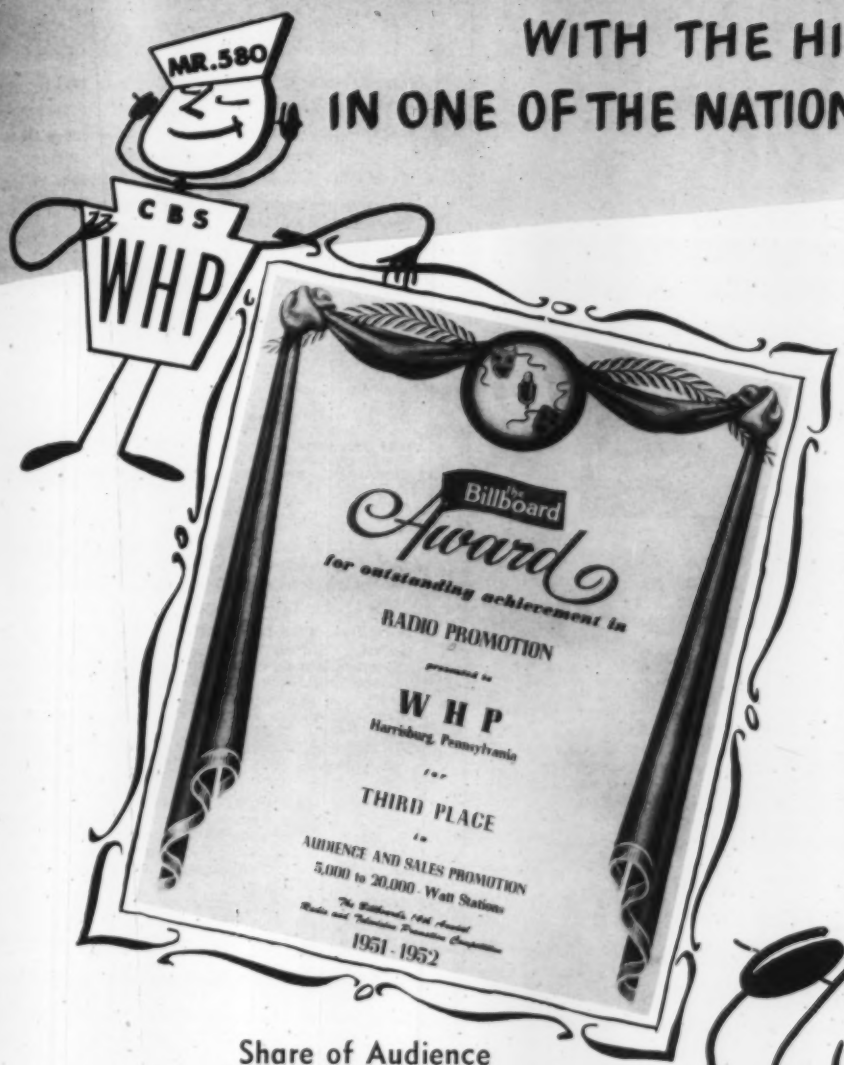
ABC REPORTS LOSS

ABC and subsidiaries reported estimated loss of $198,000 for first three months of year tabulated after reduction of $222,000 for re covery of federal taxes under carry-back pro visions of internal revenue code. Net income for same period last year, after taxes, was $222,000. Network noted its operations were on profit basis during March following losses in first two months of 1952.

for more AT DEADLINE see page 94

THE AWARD WINNING STATION

WITH THE HIGH HOOPERS IN ONE OF THE NATION'S RICHEST MARKETS!



TOP QUALITY MARKET OF PENNSYLVANIA

Highest Per Capita Income
Highest Quality of Market
Among State's Major Markets

Retail sales 192% of average of State

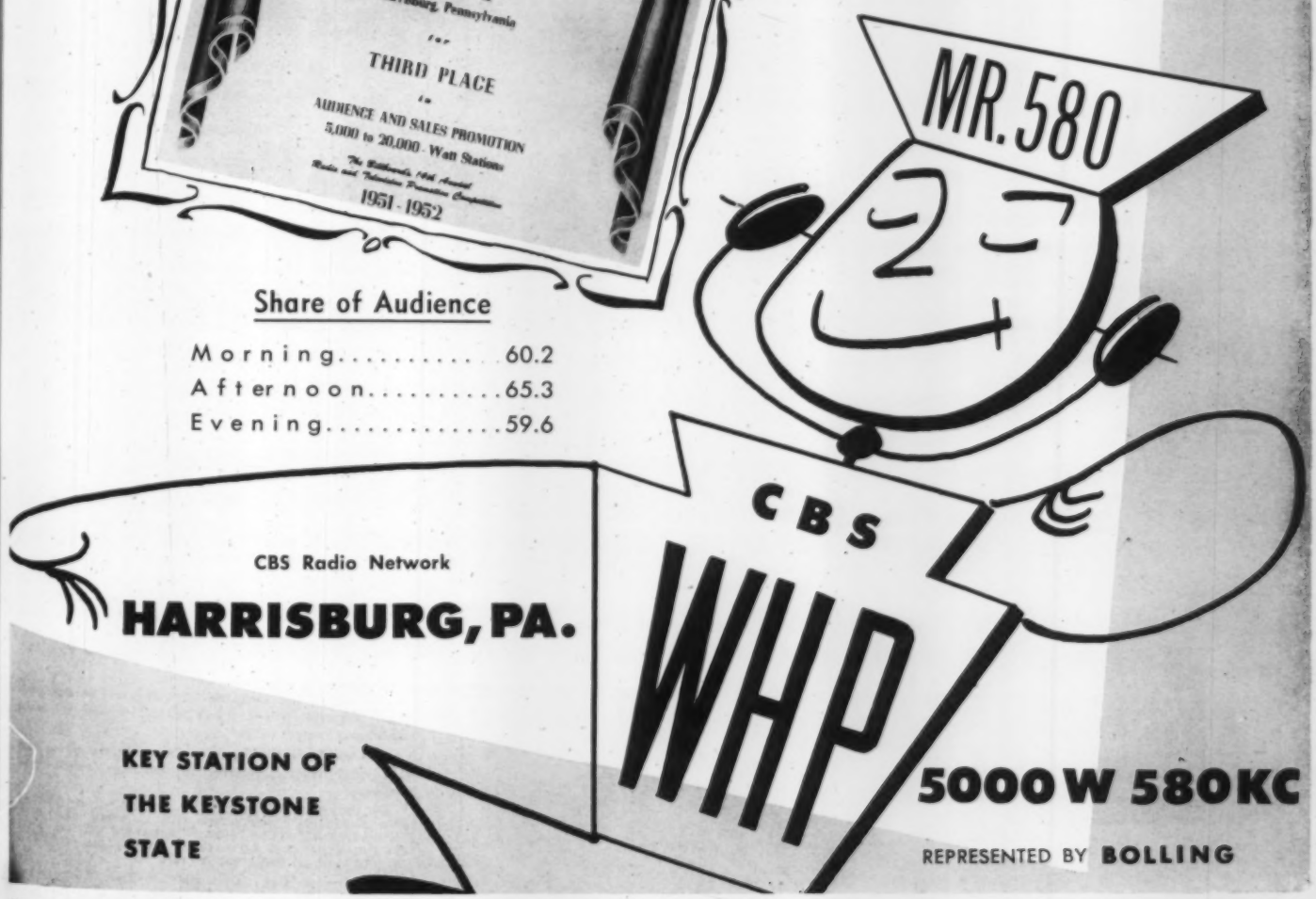
Retail sales activity 92% above national average

Income average $353 above U. S. per capita

Your selling has an above average effect when you use WHP. And you get a bonus of Lancaster, York and Lebanon.

Share of Audience

Morning..... 60.2
Afternoon.....65.3
Evening.....59.6



CBS Radio Network

HARRISBURG, PA.

KEY STATION OF THE KEYSTONE STATE

5000 W 580 KC

REPRESENTED BY **BOLLING**

Summer 'Boom-State'

The tremendous impact of Station WGY on an enlarged summer-time audience is ably demonstrated by one of WGY's sponsors—the Catskill Game Farm. In 1951, this organization abandoned its advertising schedule in newspapers and other radio stations to use WGY *exclusively*. Through spot announcements in the morning and night-time stations breaks, the result was a 250 percent increase in attendance.

Reaching all the summer resorts in the Adirondack, Catskill and Berkshire Mountains and Vermont, sales messages carried by WGY also reach the many tourists and vacationers in Saratoga Springs, Lake George, Lake Champlain and Cooperstown, New York. The WGY area is surely one of America's foremost vacation areas.

Motorists visiting "WGY-Land" learn the station's location on the dial through seven striking, colorful 8' x 24' Scotchlite billboards which are located on the major traffic arteries leading into the WGY area.

You can realize outstanding results by doing your summer selling on Station WGY.

810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY

A GENERAL ELECTRIC STATION

Represented by NBC Spot Sales

BROADCASTING TELECASTING

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Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

***Reg. U. S. Patent Office**

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20 ways meat packers reduce costs from farm to table

Only about 50% of a meat animal is *meat*. But by saving "everything but the squeal" from *the other half*, meat packing companies are able to "cancel-out" many of the costs of processing your meat.

Parts of the animal which once were destroyed or thrown away now are the source of hundreds of valuable by-products. Some of them have many uses. At least one of them is used to make (or help make) every item on this page. How many do you recognize?

1. **Bone for bone china.**
2. **Horn and bone handles for carving sets.**
3. **Hides and skins for leather goods.**
4. **Rennet for cheese making.**
5. **Gelatin for marshmallows, photographic film, printers' rollers.**
6. **Stearin for making chewing gum and candies.**
7. **Glycerin for explosives used in mining and blasting.**
8. **Lanolin for cosmetics.**
9. **Chemicals for tires that run cooler.**
10. **Binders for asphalt paving.**
11. **Medicines such as various hormones and glandular extracts, insulin, pepsin, epinephrine, ACTH, cortisone . . . and surgical sutures.**
12. **Drumheads and violin strings.**
13. **Animal fats for soap.**
14. **Wool for clothing.**
15. **Camel's-hair (actually from cattle ears) for artists' brushes.**
16. **Cutting oils and other special industrial lubricants.**
17. **Bone charcoal for high-grade steel, such as ball bearings.**
18. **Special glues for marine plywoods, paper, matches, window shades.**
19. **Curled hair for upholstery. Leather for covering fine furniture.**
20. **High-protein livestock feeds.**

Money from sale of by-products frequently makes it possible for the packer to sell the beef from a steer for less than was paid for the animal on the hoof.

Every hour one or more by-products of the meat packing industry is used to make your life more enjoyable . . . to help produce something you need . . . to make America a better place to live in.

AMERICAN MEAT INSTITUTE • ***Headquarters, Chicago*** • ***Members throughout the U. S.***

BY VIRTUE OF PERFORMANCE

"Toledo's Leader In Sales Results" is the affirmation of the many sponsors who have used WSPD's consumer impact to help build their business over the past Quarter of a Century. Always the right medium for a product is the one with acceptance in its community and, in Northwestern Ohio radio, the leader is WSPD. "You Buy With Confidence", is the recommendation that comes direct to you from over 50 of our long term local sponsors—men selling and sold on WSPD by virtue of performance for 31 years . . . so to sell the Nation's 36th market choose the outstanding SALES LEADER —value proven to the men who know—Toledo's leading Businessmen.

WSPD AM-TV

Storer Broadcasting Company

Represented Nationally by KATZ

agency

FRANCES KENNEDY, copy chief, Dancer-Fitzgerald-Sample, Chi[cago] elected vice president in charge of copy.

JAMES M. WYNN, former advertising director, *Atlanta Constitu[tion]* and *Atlanta Journal*, to Mitchell WerBell Adv., Atlanta, as execu[tive] vice president.

LESTER W. SCHAFFER, director of sales, Warren Refining Co., [Chi]face coating division, and **ALFRED E. BOVARD**, copy writer, Goodyear Tire & Rubber Co., to Griswold Eshleman Co., Cleveland, as account executives.

Mr. Schaffer

Mr. Bovar[d]

WINSLOW H. CASE, vice president and director of TV, Campbell-Ewald Co., heads recently opened Hollywood office at 1549 Vine St. Telephone is Hillside 5549. **WILLARD HANES**, account executive, Los Angeles office, is assistant in charge. **RICHARD W. BYRNE**, account executive, San Francisco office, transfers to Los Ange[les] as assistant to **RICHARD C. FRANCIS**, vice president and Pacific Co[ast] manager.

ARTHUR ROSS, program and promotion director, Storecast Corp. [of] America, to radio-TV staff, W. B. Doner & Co., Detroit.

on all accounts

WICKCLIFFE W. CRIDER on May 1 joined Kenyon & Eckhardt, New York, to assume complete charge of its extensive radio and television department. To get where he has, Mr. Crider has had to move fast, for he still is a young man with a record of talent and steadiness which has taken him near the top in each of his two previous agency affiliations.

Before joining Kenyon & Eckhardt, he was vice president and director of radio and television creative service and talent at BBDO. He joined that agency in 1945 as administrator of new programs and was elected a vice president in 1948. Some of the most successful programs in radio and TV were created there under his supervision. The accounts he was closely associated with include American Tobacco Co., General Electric Co., U. S. Steel, Goodrich Tire and Rubber Co., De Soto-Plymouth, Schaefer Brewing Co. and Emerson Drug, among others.

Mr. Crider joined his first agency, J. Walter Thompson Co., New York, in 1936 as a messenger apprentice. He soon moved from that posi[tion] to the publicity department a[nd] eventually into radio produc[tion] and finally general radio super[vi]sion. Among the accounts [he] served at JWT were Standa[rd] Brands, General Cigar, P. Lorill[ard] & Co., Lever Bros. and a host [of] others.

At Kenyon & Eckhardt—only [the] third agency in 16 years—[vice] President Crider heads an ope[ra]tion which includes as its cli[ents] Ford Motor [Co.], Hudnut Sales [Co.], Lincoln-Mercury [Div.], vision, Kellogg [Co.], Industrial Tape, [Kelly] Bros., White [Motor] Corp., Wesson [Oil] and many oth[ers]. Some of the p[ro]grams under is [the] ard ship are *The [Ed] Sullivan Show* [on] CBS-TV, *Your [Show] of Shows* on [NBC] TV and *Space [Cadet]* on ABC-TV.

Mr. CRIDER

The Criders — [who] is the former [Fran]ces Nalle — [have] been married [nine] June 1940. [They] have two childr[en] Amanda, 11 years, and Wickli[ffe] Jr., 9. The family owns a summ[er] home in Weston, Conn., and [live] in New York during the winter.

His hobbies are baseball [and] photography.

beat

PAUL L. SCOTT, general manager, Grant Adv., S.A. Mexico, to Mexico City office of Guastella-McCann-Erickson, S. A., as vice president-general manager.

A. C. L. Adv., Portland, to be incorporated by HARVEY KARLIN, EVALYN A. NICHOLS and ALICE K. NISHOSON.

GENE McAULIFFE, production supervisor, Western Lithograph, L. A., to Elwood J. Robinson & Co., that city, in similar capacity. E. STUART FOX, free-lance artist, joins agency as assistant art director.

MARSTELLER, GEBHARDT & REED Inc., Chicago, elected to membership in American Assn. of Adv. Agencies.

JAMES L. THOMPSON, general manager, J. Walter Thompson Co., L. A., resigned due to ill health.

WILLIAM W. LEWIS and MONROE CAINE, of Morse International, and Huber Hoge & Sons, respectively, to Geyer, Newell & Ganger, N. Y., as copy writers.

DANIEL M. LISSANCE, Facts Inc., and ROBERT BRODY, Ted Bates & Co., N. Y., to Grey Adv., that city, as research account executive and copy writer, respectively.

CHARLES B. H. PARKER, advertising and sales promotion manager, Gamillus Cutlery Co., to New York office of Wilson, Haight & Welsh Inc. as merchandising director.

PHIL D. McHUGH, continuing as promotion director, Optimists International, re-opens own advertising agency, Phil D. McHugh Co., 448 S. Hill St., L. A. Telephone is Madison 6-3284.

RICHARD WATSON, Ted Bates & Co., and Paul H. Kirshon, Monroe Greenthal Adv., to Grey Adv., N. Y., in copy and sales promotion departments, respectively.

CHARLES SILVER, art director, Ted Bates & Co., N. Y., and ANN LEWIS, Henry J. Kaufman & Assoc., Washington, D. C., to Grey Adv., N. Y., as art director and copy writer, respectively.

FAIRFAX M. CONE, president of Foote, Cone & Belding, Chicago, will discuss "Advertising's Third Dimension" at luncheon of National Industrial Advertisers Assn. in Chicago, July 1.

ROBERT CARRINGTON, junior research account executive, Abbott Kimball Co., L. A., adds duties as assistant to ROBERT M. LIGHT, radio-TV director.

JOHN TUREAN joins Dickson & Wiebe, Chicago replacing EDWARD L. WIEBE who has resigned. Agency's name will change to DICKSON & TUREAN.

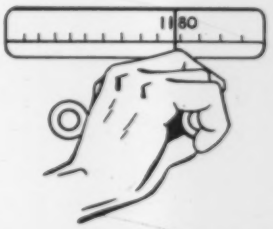
JOSEPH E. DOOLEY, publicity director, WFIL-AM-TV Philadelphia, to Lewis & Gilman, that city, on public relations staff.

WHEN Charles L. Shugert, Shell Oil Co. executive, visited Cincinnati, he was given a special "Shell" luncheon by WSAI Cincinnati. Among those attending were (seated, l to r) William Wright, Shell Oil Co.; R. H. Boulware, WSAI sales manager; Mr. Shugert; J. Robert Kerns, station's managing director, and Joseph Garretson, WSAI-Shell Oil commentator. Man standing was unidentified.

Sales Management says:

"PREFERRED CITY... Rochester, New York"

Fourth time running! Again in April, as in January, February, and March, *Sales Management's* monthly listing of "better-than-average bets, businesswise" among U. S. cities lists Rochester, N. Y. That means this is *a market worth cultivating!*



Western New York Listeners say:

"PREFERRED STATION... WHAM"

Yes—Pulse Inc.'s last survey named WHAM as Number One Choice *99.3% of the time* in 16 upstate counties. That means a *station worth using!*

WHAM

The Stromberg-Carlson Station
Rochester, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

open mike

Little Station, Big Job

EDITOR:

We enjoyed your article on Detroit radio station coverage of the recent riots at Southern Michigan Prison in Jackson. You may be interested in additional details which were not included in your original article.

WJR, in its daily coverage of the riots, was tremendously impressed with the cooperation offered by WIBM Jackson. From 9 a.m. April 21 until midnight April 25 WIBM served as a clearing house and origination point for radio and television networks and several individual radio and television stations. All this in addition to their regular broadcast schedule. . . .

WIBM is a 250 w station. It is a small operation when compared with the networks it served. Yet coast-to-coast radio and television audiences received immediate and accurate coverage . . . in quality to be envied by many a "big time" production.

WJR feels that the industry should recognize the outstanding public service performance turned in by WIBM Jackson, Mich. Particularly, commendation is due William Cizek, general manager, and Jack Underwood, program director. . . .

Worth Kramer
Vice Pres. & Gen. Mgr.
WJR Detroit

* * *

Facts of Life

EDITOR:

Having just read of Rep. Gathing's resolution to clean up radio and TV programming, the following occurs to me:

Compared to printed media, broadcast ones aren't even in it for filth and forthrightness. For lurid sex thrills, nothing beats the good old daily newspaper, large and small, with its meticulously detailed accounts of rapings, attacks, kidnapings, love-nests and divorce-court testimony.

For spicy stories and anatomical information, TV can't come anywhere near *Esquire*, *True Detective*, *True Story*, et al.

For information on woman's ills and the facts of life, any woman's magazine from the *Journal* to *Woman's Day* is a mine of information and if you even want to see a baby being born, there's al... *Life*.

Now since these worthy publi... tions are readily available to p... sons of all ages via home subsc... tion or news stand, it surely m... follow that the august bodies ... Capitol Hill have decided that ev... though relatively innocuous, t... broadcast media are having ... much more attention paid them ... the American public than are t... printed ones, that their compar... tively minor sins are there... magnified greater than all the re... In other words, in spite of all t... dirt that's being printed, nobo... looking at it.

It's nice to have our faith in t... superiority of radio and TV th... affirmed by so high an authori... Sponsors and agencies should g... the point.

Ed McKay
Manager
WROM Rome, Ga.

* * *

Segregation

EDITOR:

Your May 5 editorial, "N... Kissin' Kin," is an admirable j... of straddling a sharp picket fen... How it must hurt when you s... down.

Sure, "competition betwee... broadcasters and newspaper... should be vigorous." But, do... ANPA have to use half-truths an... distorted facts to club an industr... that's coveted by its own members...

Just hang around a group o... newspaper-radio owners for a... while, and you'll soon learn whic... media gets lower-cased in the... little black galleys. (Gallies! I... seldom use the word, it's that n... pulsive.)

Yours for better segregation o... the rectifiers and the rotaries.

Tim Elliot
Pres.-Operations Mgr.
WCUE Akron

* * *

Score an Error

EDITOR:

We were sorry to read in the... May 5 issue of BROADCASTING • TELECASTING, page 89, that "plans... have been dropped for feed to Rock... Island" of the Chicago Cubs and... White Sox games.

Not so. WHBF-TV carries all... Saturday and Sunday home games... of the Cubs and Sox, beginning... with the Saturday, April 26 game...

The local sponsor is the Schmieg... Co., Rock Island, the Philco dis... tributor in this area.

Fern Hawks
Publicity
WHBF-TV Rock Island, Ill.

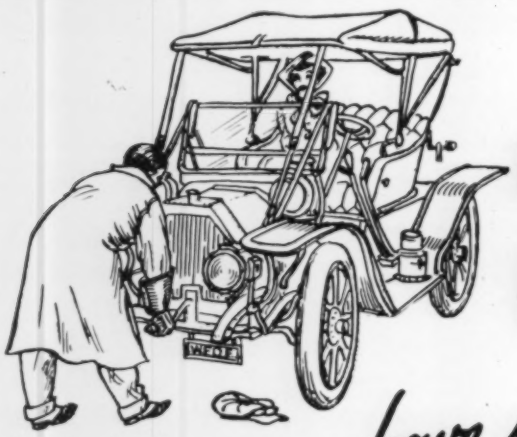
* * *

Plop

EDITOR:

Yes, we'll be glad to tell Mr. James D. Abbott, president, KEVA, Shamrock, Texas [OPEN MIKE,...

(Continued on page 19)



30 Years

have seen some changes

This month—on May 25—WFDF will have completed 30 years of broadcasting in Flint, Michigan. From a station beamed to a small city of 108,000 in 1922, WFDF has grown to be a key factor in the big $315,840,000 retail market of more than 270,000 people in 1952. Over 600 local merchants who spend their radio dollars with WFDF offer convincing evidence that WFDF is FIRST in Flint in '52, just as surely as it was first in Flint in '22.

910 K.C.

BASIC AMERICAN BROADCASTING CO.

FLINT, MICH. SINCE 1922

Associated with WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis
WEOA Evansville

REPRESENTED NATIONALLY BY THE KATZ AGENCY

NOW... an AMPEX CONSOLE RECORDER

at $995 Complete!

with famous AMPEX performance and Quality—PLUS dynamic New Styling!

DUAL-SPEEDS
...7½ & 15 inches per second

PUSH BUTTON OPERATION
...on all five functions

BUILT-IN PREAMPLIFIER
...for microphone

PRECISION TIMING
...within 3.6 seconds per 30 minutes

FULL AUDIO RANGE
...15,000 cps at 7½ inches per second

MINIMUM MAINTENANCE
...even on heavy-duty service

LOW NOISE LEVEL
...complete shielding eliminates pickup

- **Model 402 — Half-track Recording**
- **Model 403 — Full-track Recording**

ACCESSIBILITY ALL OVER
...even in operation

Top plate and front panel are hinged for quick, easy inspection of any recorder component.

NEW REMOTE CONTROL BOX

For 100% push button operation that saves on operating time!

Series 400
CONSOLE
$995.00 *f.o.b. Redwood City, California*

AMPEX
Magnetic Tape RECORDERS

AE-95

- **Standard of the Great Radio Shows**

Ask for Complete Specifications or Request a **DEMONSTRATION**

AMPEX ELECTRIC CORPORATION
Redwood City • California

WCBS IG
IN GREENSBORO, N.C.

"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

Look at part of WBIG's potential out-of-home audience! In addition to 186,870 radio homes in WBIG's Sixteen County Market.* there were 279,436 cars (Sept. 30, 1951†). The composite result of 4 spot checks** in Greensboro and High Point, N. C., covering 6,474 cars revealed 64.74% equipped with radios.

SOURCES:
* BMB Study No. 2
† N. C. Dept. of Motor Vehicles
Va. Dept. of Highways
** Greensboro & High Point Police Depts.
Member, High Point Fire Dept.
Hege, Middleton & Neal

Represented by Hollingbery

5000 Watts

CBS Affiliate

new business

Spot . . .

RYBUTOL Div., Vitamin Corp. of America, scheduling radio promotion campaign to boost sales of $1.98 bottle of Vitamin-B complex tablets. Campaign tentatively slated to start May 25 will expand nationally from five regional southeastern markets if successful. Agency: Duane Jones & Co., N. Y.

MYSTIK ADHESIVE PRODUCTS, Chicago (tape), starts a schedule of 57 spots over 13-week introductory period this week on two San Francisco stations, KRON-TV and KPIX (TV), and on WSAZ-TV Huntington. Live and film spots are aired currently in 40 markets. TV spots for JOANNA WESTERN MILLS are being expanded also for company's Ex-Lite and Viking cloth window shades. Agency for accounts: George H. Hartman Co., N. Y.

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving cream), started *Sports Calendar* on 10 CBS Radio Pacific Network stations, Wed., 7:30-7:45 p.m. PDT, for 52 weeks from May 14. Agency: J. Walter Thompson Co., N. Y.

REGAL-AMBER BREWING Co., San Francisco (Regal Pale Beer) started multi-spot announcements on KWTC Barstow, KDON Santa Cruz, KPRO Riverside, KREO Indio, KYOR Blythe and KROP Brawley, all Calif., during baseball season. Agency: Abbott Kimball Co., L. A.

MANHATTAN SOAP Co., N. Y. (Sweetheart soap), and AMERICAN SAFETY RAZOR Corp., Brooklyn (Silver Star blades), renewed *Frank Goss News* on 13 CBS Radio Pacific Network stations, Tues., Thurs. and Sat., for 13 weeks from June 3. Formerly heard 7:30-7:45 a.m. PDT through Scheideler, Beck & Werner, N. Y. Latter contracted for 5:45-6:00 p.m. PDT through McCann-Erickson, N. Y.

Network . . .

RALSTON PURINA Co., St. Louis, expands sponsorship of *Space Patrol* from alternate week to weekly basis in new time slot, Sat. 11-11:30 a.m. EDT on ABC-TV effective June 14. Agency: Gardner Adv., St. Louis.

GULF OIL Corp., N. Y., to sponsor *John Daly and the News* on 225 ABC radio network stations Mon. through Fri. 10-10:15 p.m. effective June 16 for 52 weeks. Agency: Young & Rubicam, N. Y.

Agency Appointments . . .

FRED MEYER RETAIL STORES, Portland (Oregon chain), names Edward S. Kellogg Co., that city. Radio will be used.

MAX FACTOR & Co., Hollywood (cosmetic products), names F. H. Hayhurst Co., Toronto and Montreal, to handle Canadian advertising.

AZTECA FILMS Inc., L. A. (U. S. distributor Mexican and Spanish feature films), appoints Walter McCreery Inc., Beverly Hills. Radio is being used.

PIERCE'S PROPRIETARIES Inc., Buffalo, N. Y. (Dr. Pierce's Favorite Prescription), names Kastor, Farrell, Chesley & Clifford, N. Y.

PENNY-OWSLEY MUSIC Co., L. A., appoints Irwin Co., Beverly Hills, to promote Hammond organs, Steinway and Everett pianos in addition to radio-TV and record departments. Radio-TV is being used.

Adpeople . . .

GEORGE H. ROBERTSON, frozen foods' sales manager, North Pacific Canners and Packers, Portland, promoted to assistant general sales manager, succeeded by ROBERT BIRKELAND, his assistant.

DAVID F. LEARY, merchandising director, Long Adv. Service, S. F., to Leslie Salt Co., that city, in similar capacity.

BETTY ROLAND HERRICK, assistant publicity director of Ellington & Co., N. Y., to General Foods public relations staff as product publicist for Log Cabin syrup and Baker's cocoanut.

WILLIAM RABOFF, president, Sontag Drug Co., L. A., named western division manager, United Cigar-Whelan Drug Corp., that city. He succeeds SAM PRUSKY, recently resigned.

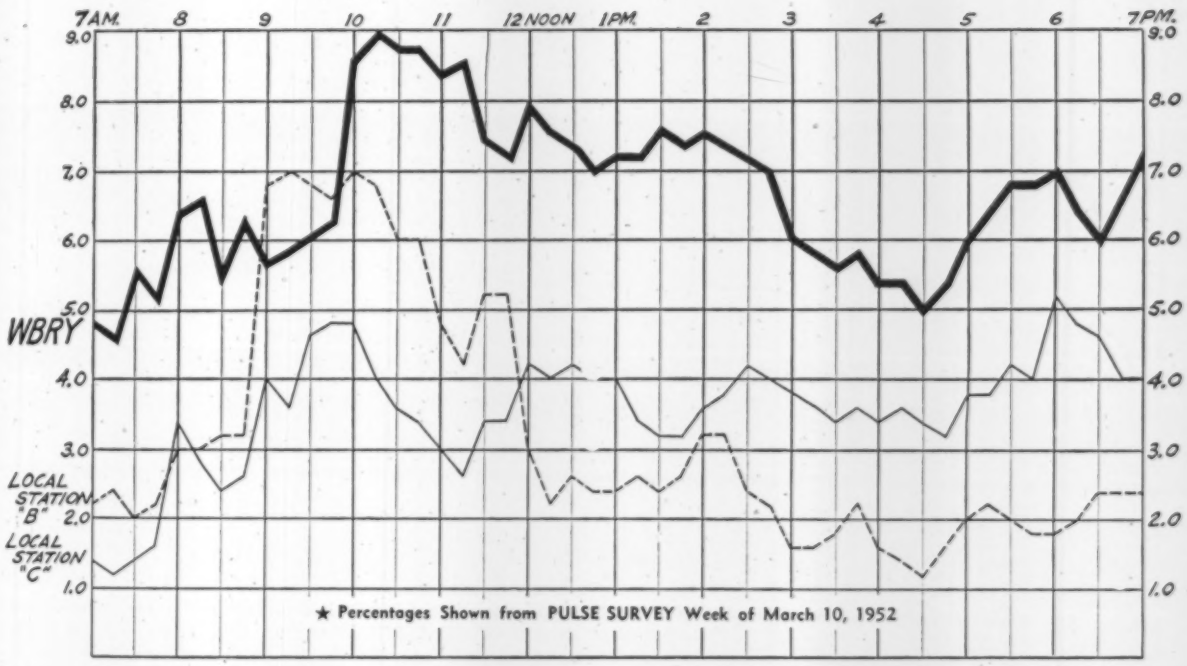
ANY Time Is GOOD Time on WBRY

New Pulse for Waterbury, Conn.

(MARCH 1952)

Shows WBRY

1st in 44 of 48 Daytime 1/4 Hours



Your product, too, can ride the top line to sales success in Waterbury. Make this graph your blueprint for results.

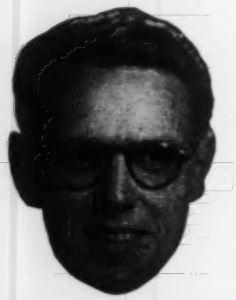
Ask the AVERY-KNODEL man nearest you for the WBRY story.

WBRY

CBS 5000 Watts

first

IN THE WASHINGTON MARKET



7 A. M. NEWS
WITH
HOLLY WRIGHT

Here is another WRC program-personality combination doing a consistently solid selling job for over six years. Holly Wright clearly leads the field, Monday thru Friday at 7:00 each morning.*

This is NOT an availability. We merely point to this record as an example of the "sales-programming" WRC can do for you. Top-rated shows with **selling power** dominate the programming pattern.

WRC pays out, not alone in top audience ratings in the rich District, Maryland and Virginia area — but in hard "over-the-counter" retail sales.

*American Research Bureau

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

KRNT Des Moines spearheaded a "deathless days" traffic safety drive which set a new city record at 145 days.

The "deathless" span was finally ended May 2 when a 5-year-old boy cyclist was fatally injured when struck by a 10-ton truck.

For three months virtually every KRNT quarter-hour newscast pounded listeners' ears with the safe walking-safe driving theme.

Each day that there had been a traffic death on the corresponding day of the previous year, KRNT newscasters recapped the story along with a warning against taking chances in traffic.

KRNT Newscasters Paul Rhoades, Don Soliday and Russ Van Dyke together with Bob Hassett, manager, Des Moines Safety Council, made a concerted effort to make the city traffic-safety conscious.

Mayor A. B. Chambers proclaimed a "Set-A-Record Week" and in the proclamation commended KRNT for its efforts.

Vice President Alben Barkley, visiting the city, congratulated KRNT and Des Moines for the drive.

Scores of firms cooperated. Many sent safety-reminder bulletins to all their personnel. Dozens of pastors and ministers spoke from their pulpits on the necessity for cooperating with the campaign. School-teachers reminded pupils to be careful. One large grocery chain printed safety banners for display on member-store windows.

KRNT in theatre programs devoted prominent space to this message: "A KRNT news department reminder: You've had a wonderful evening at the theatre . . . Drive safely, walk safely . . . We wouldn't like reporting your death."

During the campaign, KRNT established an annual "KRNT National Traffic Safety Record Award" for cities over 100,000 reporting to the National Safety Council.

The plaque award will be given each year to the city with the longest string of deathless days in the traffic record dating from Jan. 1.

On May 2, KRNT notified Little Rock, Ark., that it was the winner of the first annual "KRNT National Traffic Safety Award." It was suggested that formal presentation be made at the October meeting in Chicago of the National Safety Congress.

strictly business

ALLEN HENRY, Belmont Radio Corp., Chicago, an engineer by training and preference, was enjoying a well-earned vacation. The telephone rang.

It was W. L. Dunn, then vice president in charge of engineering, calling from Chicago.

"Come back to work tomorrow," Mr. Dunn told Mr. Henry, "you're the new advertising manager."

Mr. Henry hung up the receiver slowly. As he has frequently remarked since, "I was the least qualified person in advertising. I'm an engineer—and some people would question that."

Nevertheless, Mr. Henry laid aside the slide-rule and logarithms of his chosen field and took up the tools of the advertising trade.

It wasn't long before Belmont knew that its confidence in Mr. Henry had been justified.

Engineering field tests had proven that Belmont's staff had developed an exceptionally good television receiver. Company officials decided to merchandise the receivers under the name, "Raytheon TV."

An overall merchandising program precipitates the need for an advertising director. That was Mr. Henry's cue.

Mr. HENRY

* * *

Mr. Henry organized his company's advertising program and set up an advertising department to execute the plan. Raytheon tele-

(Continued on page 47)

Don't ever forget

KWK is the radio buy in St. Louis!

It's a solid story.
We mean the LOW—low cost per 1000 radio homes delivered KWK trumpets about.

Tsk, tsk—ask your Katz man. He has a trunk full of facts all based on Pulse reports!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representation
The KATZ AGENCY

the WHLI story

WHLI's BIG SUMMER BONUS

8½ million visitors to Long Island parks, playgrounds and beaches every summer!

ONE STATION, WHLI, DOMINATES THE MAJOR LONG ISLAND MARKET*

*Conlan latest share of audience: Daytime, February 1952, Hempstead, L. I., N. Y.

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N.Y.
PAUL GODOFSKY, PRES.
the voice of Long Island

REPRESENTED BY RAMBEAU

To sell Razor Blades to inland Californians

(and western Nevadans)

. . . Be on the Beeline

Razor blades or refrigerators, the way to sell in *inland* California and western Nevada is . . . on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.* (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3-billion-dollar market — inland California and western Nevada.

McClatchy Broadcasting Company

Sacramento, California Paul H. Raymer, National Representative
Affiliated with Inland California's 3 Leading Papers
THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC) 50,000 watts 1530 kc.	Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.	Bakersfield (CBS) 1000 watts 1410 kc.	Stockton (ABC) 250 watts 1230 kc.	Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day

16,500 DRY HOLES

Oilmen Work Against Big Odds to Find Record Amount of New Oil For You

The search for oil is a risky business. To meet the greatest need in history, U. S. oilmen last year expended over two billion dollars in drilling for new oil supplies.

Much of this huge sum was lost in 16,500 costly dry holes. But by drilling thousands of wells to expand known fields and by drilling exploratory wells in entirely new areas, a record amount of new oil was found to assure your future needs.

Finding oil is only part of what it takes to keep your family car rolling and to fill other record demands for fuels and lubricants. Year after year, U. S. oilmen plow back into their businesses over fifty cents out of every dollar earned.

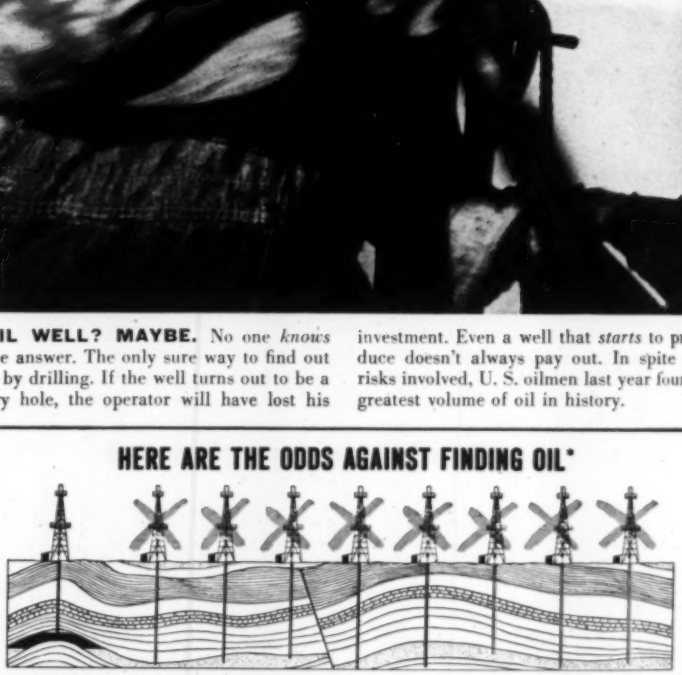
In 1951 this plowing back of earnings was biggest in history. It helped set new crude oil supply records. It also added new refinery capacity, miles of new pipelines—tankers, tank-cars, barges and tank-trucks, new research facilities, millions of gallons of additional storage space as well as thousands of new and improved service stations.

It is only by planning ahead, by taking risks and plowing back earnings, that America's thousands of privately-managed oil businesses are able to provide you with the finest oil products at the world's lowest prices.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th Street, New York 20, N.Y.

OIL WELL? MAYBE. No one *knows* the answer. The only sure way to find out is by drilling. If the well turns out to be a dry hole, the operator will have lost his investment. Even a well that *starts* to produce doesn't always pay out. In spite of risks involved, U. S. oilmen last year found greatest volume of oil in history.

HERE ARE THE ODDS AGAINST FINDING OIL*



Odds are 8 to 1 against bringing in a producing well in an area where oil has never been found before. Of the 6,189 new field exploratory wells drilled last year, 5,505 were dry holes. The remaining 11,000 dry holes were drilled in or near known oil producing areas. ***Odds are even greater against finding a big producing area . . .***

43 to 1

Chances against bringing in an oil field yielding over one million barrels are 43-1. Recovering this million barrels takes many additional wells. Yet a million barrels is only enough oil to fill U. S. needs for 4 hours.

966 to 1

Odds against finding a field that will yield over 50 million barrels—enough to supply U. S. for 8 days—are a staggering 966 to 1.

*From "Exploratory Drilling in 1951" by Frederic H. Lahee, Bulletin of the American Association of Petroleum Geologists, Volume 36, to be released June, 1952.

in public service . . .

Safety Contest

WPIC Sharon, Pa., for the third year conducted an eight-week drive to reduce traffic mishaps. The station offered $500 in cash prizes to grade and high school pupils in WPIC's listening area who wrote the best 50-word essays on highway safety.

* * *

Happy Reunion

WHEN WGIG Brunswick, Ga., learned from county police that Samuel Kandrain of Youngstown, Ohio, was trying to locate his wife and 12-year-old daughter, it immediately offered its assistance. Station contacted Mr. Kandrain, got his story and aired a notice seeking the whereabouts of the pair. Within five minutes, WGIG reports, the woman contacted the station and the couple were reunited half hour later, with Mr. Kandrain expressing his appreciation to WGIG. Wife and daughter had been visiting in Brunswick and he had lost their address.

* * *

Hospital Fund

WITH one eye on its motto, "public interest is a public trust," WIBX Utica, N. Y., went to work on behalf of the Utica Hospital Fund in an 11th hour drive. Station suggested it be given opportunity to devote one broadcast day for last appeals to citizens who had not been reached by solicitors. Starting with its *Farm & Home Program* at 5 a.m., WIBX inserted an appeal in every show and at station identification periods. Several thousand dollars were added and, as a result, area surrounding Utica oversubscribed its quota by almost 100%. Operators remained at switchboards until after midnight to take pledges.

* * *

WHAS-TV's "C-Day"

PLEDGES during WHAS - TV Louisville "C-Day," station's own cancer crusade, totaled more than $9,000, with the day's ceremonies including presentation of a medal and plaque to Mrs. Tarlton Combs Carroll, Kentucky state commander, American Cancer Society, for her cancer fight work.

* * *

Flood Victims Aided

NINE-HOUR *Parade of Disc Jockeys* by WTTM and WBUD Trenton, N. J., with 15 disc jockeys putting on a request program in a downtown store window, raised donations for the Red Cross Flood Appeal fund there fortnight ago.

* * *

Bloody Good Work

WERI Westerly, R. I., went to bat when a cold epidemic caused cancellation of 50 appointments by prospective blood donors. Result was that the Red Cross Bloodmobile unit met its quota in that city after the station saturated the air with appeals.

* * *

Flood Service

DURING its 24-hour flood crisis operation, KOIL Omaha succeeded in obtaining a jeep for a local America Red Cross official, thereby winning his "profound admiration." Raymond H. Sayler, manager of the local ARC chapter, called the station between 3:30 and 4:30 a.m. one morning and told announcer John Shinker he needed a four-wheel drive jeep. Within 20 minutes, Mr. Shinker called back to inform Mr. Sayler the station had obtained the vehicle. KOIL reported it received "many calls and letters of appreciation" for its public service activities.

* * *

Finds Lost Child

WHEN all else fails, *Easy Does It* is what they're saying of Easy Gwynn and his program on WIBC Indianapolis after police asked him to broadcast a description of a lost three-year-old girl they found there. Five minutes later the mother showed up to claim her child.

* * *

Fight Fire With TV

RECRUITING of firemen spurted after WBAL-TV Baltimore answered an appeal from the city board of fire commissioners asking help in obtaining new firemen. The station telecast a quarter-hour program publicizing the work of the firemen and the coming recruiting examinations, causing applications to double.

Radio Therapeutics

MARINE patients at the Naval Hospital at Camp Lejeune, N. C., select a disc jockey from among themselves to air *Bed Side Disc Jockey* over WJNC Jacksonville, N. C., every Friday morning. Every week a different ward at the 1,400-bed hospital becomes "studio for a day." Patients in that ward elect a disc jockey from their ranks, submit record lists, work out a script and block the show together with the aid of Sgt. John Buchanan, of the PIO radio section. Records are furnished free by a local record shop and become the property of the ward after the show. Show was suggested by the Camp Lejeune Chapter of the American Red Cross last year.

Open Mike

(Continued from page 12)

April 14] how we handle those so-called house-hold hints, which in reality are nothing in the world but product "plugs." We do exactly the same thing with them as we do with requests for PI deals . . .

. . . throw 'em in the nearest wastebasket.

Walter Harris
Manager
WFVA Fredericksburg, Va.

* * *

Capital Offense

EDITOR:

[A story in your] April 21 issue, under the heading of NEW BUSINESS, prompts me to write and draw your attention to mention of "6 French radio associates stations."

Now, you wouldn't write "yankee network" or "6 national broadcasting company stations," would you?

The French Radio Associates Network is the only private network operating in Canada. . . .

We expect to sell more shows on this network, so all we ask is that you remember, next time, it's capitals for French Radio Associates Network. Okay?

A. A. McDermott
Manager
Radio & Television Sales Inc.
Toronto

* * *

Budding Builder

EDITOR:

I am 14 years old and in the process of building a miniature TV station. I am writing this letter in hopes that it will be published in your magazine and that any TV stations with extra pictures of their equipment, etc., will send them to me for getting ideas on equipment from small pictures is very hard and I want to get the models built to the best of detail I can. Also if any companies that make TV equipment and have catalogs that they would send would they please do so.

Thank you very much.

Don Johnson
1103 Greenway Rd.
Forwood
Wilmington, Del.

* * *

Press Favored

EDITOR:

KCIM has uncovered an insidious, unofficial news-release policy which this radio station feels is directly opposed to all precepts of fair play.

Several civic and public groups of this area are releasing, systematically, items to the newspapers several hours early; delaying the same release to hit radio until after the papers have hit the street.

Any broadcaster who has had a similar problem is invited to assist us with ours . . .

Art Stanley
Program Director
KCIM Carroll, Iowa

WILK

Wilkes-Barre's Powerful 5000 Watt Station

Offers Advertisers

MORE LISTENERS

34.1% Higher Average 1/4 Hour Rating*

from 7 A.M. to 1 P.M.

Than Next Best Station

*Pulse: November 1951

MORE COVERAGE

in the Wilkes-Barre Metropolitan Area (Pennsylvania's 3rd Largest Market)

PLUS

Bonus Coverage in 14 Surrounding Counties

MORE FOR YOUR ADVERTISING DOLLAR!

WILK

980 KC AM-FM 5000 W (d) 1000 W (n)

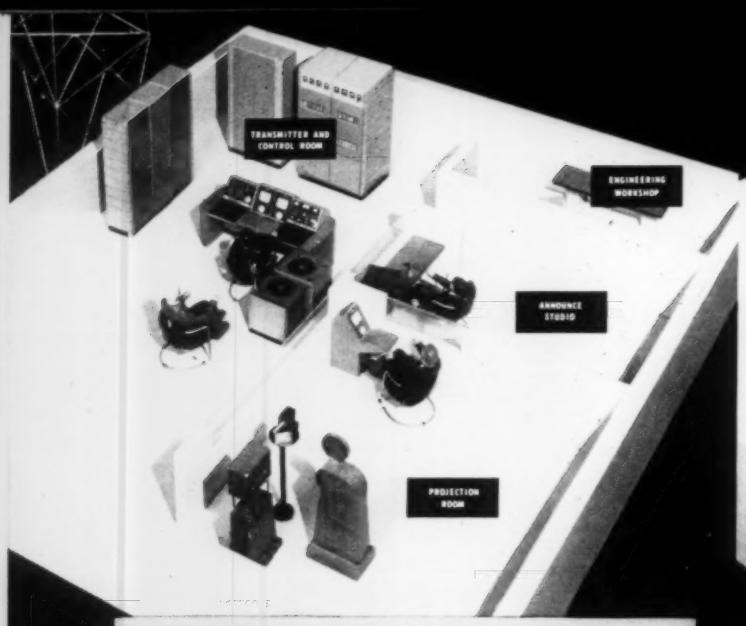
A B C AFFILIATE

★

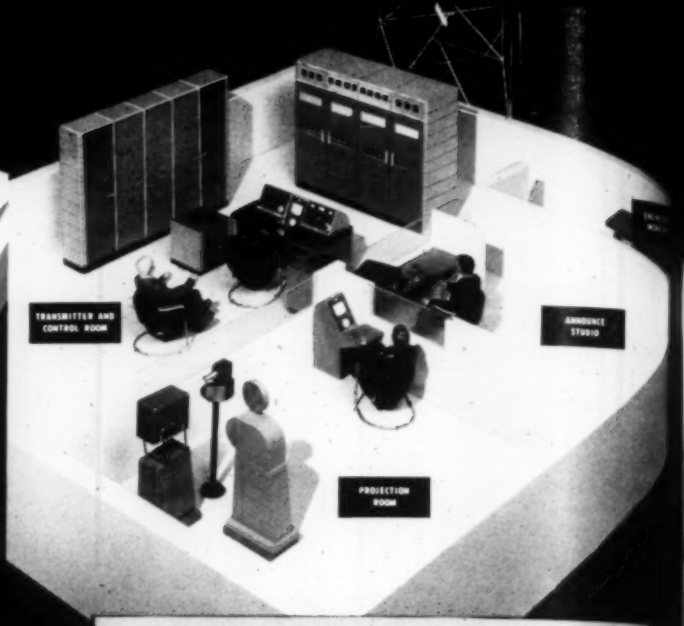
AVERY KNODEL Inc., Nat'l. Rep.

★ New York ★ Chicago ★ Los Angeles

★ Atlanta ★ San Francisco ★ Dallas



500 watts VHF (ERP range, ½ to 2 kw) This is a control-room set-up—complete with an RCA 500-watt transmitter, announce booth, and film facilities. The arrangement, and an RCA 5-bay Super Turnstile Antenna, provides up to 2 kw ERP*—gets you on the air for minimum outlay.

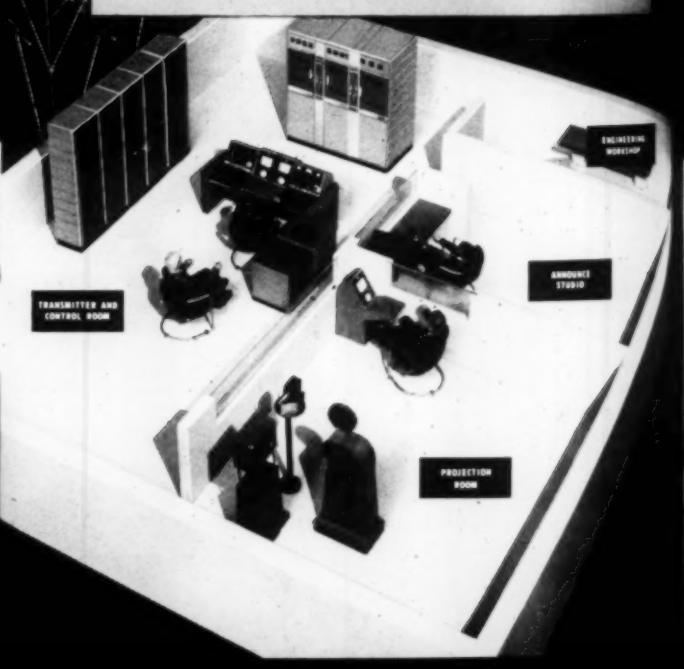


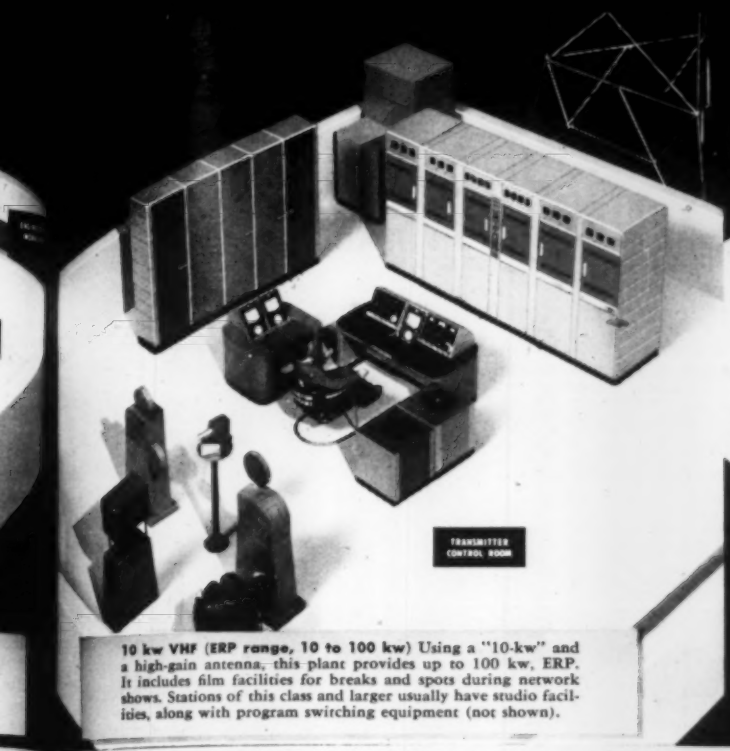
2 kw VHF (ERP range, 2 to 20 kw) Similar to 500-watt plant, but uses an RCA 2-kw transmitter. The ideal set-up for getting up to 20 kw (ERP) for a small investment. "In line" racks at left of control console are: monitoring, audio, and video equipments, sync generator, and power supplies.

"Tailored" transmitter plants...

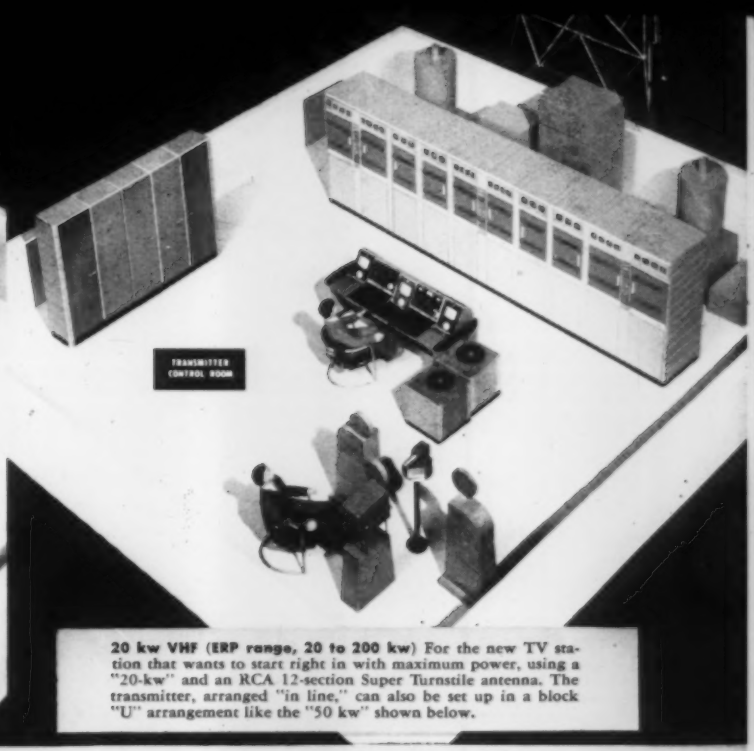
50 kw VHF (ERP range, 50 to 200 kw) Block "U" set-up for RCA's "50-kw." This arrangement is well suited for local building situations—or where physical limitations call for an antenna of medium gain and high ERP. Note film camera control and preview monitor next to operator for his convenience.

1 kw UHF (ERP range, 1 to 20 kw) For areas where UHF channels will be assigned, the "1 kw" and UHF antenna make it practical to start with a minimum investment. It offers interesting possibilities for areas up to 150,000 people—could prove popular in communities up to 1 million. Note network, film projection spots, station break facilities.





10 kw VHF (ERP range, 10 to 100 kw) Using a "10-kw" and a high-gain antenna, this plant provides up to 100 kw, ERP. It includes film facilities for breaks and spots during network shows. Stations of this class and larger usually have studio facilities, along with program switching equipment (not shown).



20 kw VHF (ERP range, 20 to 200 kw) For the new TV station that wants to start right in with maximum power, using a "20-kw" and an RCA 12-section Super Turnstile antenna. The transmitter, arranged "in line," can also be set up in a block "U" arrangement like the "50 kw" shown below.

...for any TV power up to 200 kw!*

10-kw UHF (ERP range, 10 to 200 kw) Using an RCA "10-kw UHF" type TTU-10A and a TFU-24B high-gain antenna, this set-up offers the next logical step above the "1-kw" range. Or, you can start with 1 kw now—and increase power later simply by adding RCA matching amplifiers and associated equipment.

These models represent seven typical TV transmitter room arrangements for various power classes—from 500 watts to 200 kw, ERP*. They include the film equipment required for spot, station breaks, and network operation. They show the basic or minimum facilities you need to go "on the air" for a given power. The set-ups are worked out in accordance with tried-and-proved operating procedure and provide a handy means for estimating your space requirements. There is ample leeway to meet the particular needs of every station.

Your RCA Broadcast Sales Representative is ready to give you planning help like this—throughout your station! By all means, call him.

*Effective radiated power

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

XUM

Get on the band wagon

Follow the lead of the local advertisers in Baltimore! *WITH regularly carries the advertising of twice as many of them as any other station in town!* For just one good reason: WITH delivers more listeners-per-dollar than any other radio or TV station in town. And that means that WITH produces *low cost results!*

WITH can do it for you too! So get on the band wagon in Baltimore. Put WITH on *your* schedule today. You can get the whole story from your Forjoe man.

WITH

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

BROADCASTING

Vol. 42, No. 21 MAY 19, 1952

DOES HOOPER UNDERSELL RADIO? *Blair Study Says Yes*

A CHARGE that the coincidental method of audience measurement "grossly underestimates" the extent of radio listening was fired last week by John Blair & Co., radio station representative, on the basis of more than six months' studies.

Target of the broadside was the coincidental method's inclusion of both radio and television in the same question: "Were you listening to the radio or looking at television, etc.," The Blair company recommended that such "duplex" questions give way to a radio-only query such as "Were you listening to the radio?"

The Blair project, financed by the representation firm and three of its client stations—KHJ Los Angeles, WBNS Columbus and WDSU New Orleans—was set up under the overall direction of W. Ward Dorrell, a veteran of some nine years in the radio research field with C. E. Hooper Inc., one of the foremost exponents of the coincidental survey technique. (For Hooper reply to Blair study, see page 29).

In a letter sent with copies of the Blair study to clients, Mr. Dorrell emphasized that "this presentation takes no sides in the current controversy between audience measurement services" and that "it is not our desire to suggest" that coincidental measurements be eliminated as a system of radio audience measurement. Indeed, he said, "coincidental measurements have much to recommend them."

But "it is tremendously important to you that the radio audience is given the full stature it deserves," he wrote. "You will be pleased to learn that radio can be given *full* credit by a simple modification of the coincidental question. It represents only the return to the technique used for many years preceding the advent of television."

He suggested that "all buyers of radio audience measurements" should "order telephone coincidental surveys based on the single question concerning radio only."

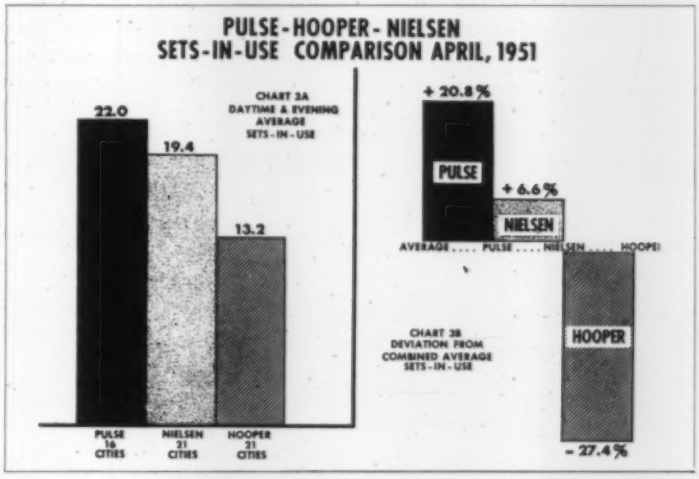
Blair & Co. President Richard D. Buckley, in a foreword to the presentation, pointed out that there were 42 million radio homes as of last Dec. 31, and that the $723 million total spent for radio time during 1951 was greater than during any preceding year. And yet, he recalled, 1951 heard "a greater clamor by people in high and low places that radio was a declining advertising value . . . that the prophecy of a few years ago, 'radio is doomed,' was actually coming to pass."

"Why did these believers in radio's doom think the way they did?" he asked. "How could they support their position? One support was the decline in radio sets-in-use as indicated by radio research. The reports of one research firm in particular, the proponent of the telephone coincidental method, disclosed an alarming decline in sets-in-use, particularly in TV markets."

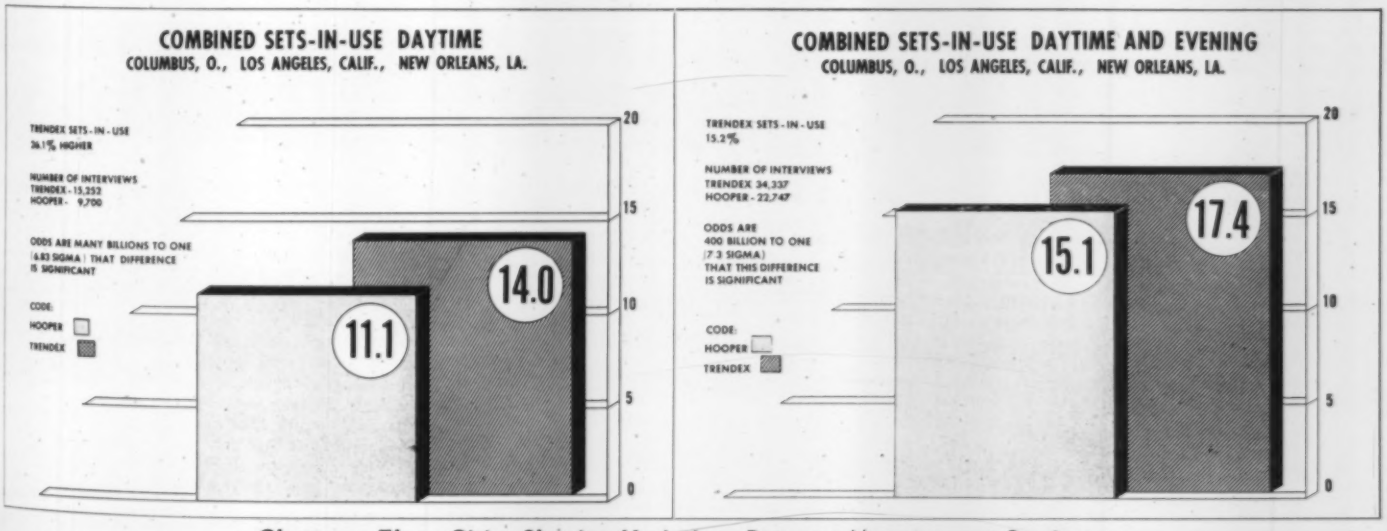
Thus, he said, the Blair study originated. It was designed as a service to the radio industry and copies of the results are being distributed not only to Blair stations but to the National Assn. of Radio and Television Station Representatives. Mr. Dorrell also is making presentations to agencies.

To show "the seriousness of the problem," the presentation noted that Hooper measurements of radio sets-in-use in Los Angeles reflected a decline of 68.5% in nighttime, 46% in afternoons and 33.3%

(Continued on page 29)



Comparison of Sets-in-Use Reports



Charts on Three Cities Showing Variations Between Measurement Services

REBROADCAST RIGHTS

FCC Issues Policy

IN A POLICY decision interpreting the rebroadcast provisions of the Communications Act, the FCC last week issued a strict definition of the meaning of "originating station" and threw the burden of justifying a refusal to permit rebroadcast on the station declining such permission.

In fact, the FCC more or less threatened the unconsenting station with a citation under the public interest provisions of the Communications Act if its reasons were not "good and sufficient."

Essence of the policy, adopted unanimously but with Comrs. Rosel H. Hyde and Robert F. Jones absent, is this:

1. A station's signal is its own and may not be rebroadcast simultaneously or later without its permission.

2. Neither a network nor a sponsor may approve the rebroadcast of a program which it owns if the station whose signal will be used refuses permission.

3. Conversely, a station may approve the rebroadcast of its signal, but unless it also owns the program its approval may be valueless.

4. If a station refuses to permit the rebroadcast of a program it has aired, it must furnish the Commission with the reasons why. Unless they are significant, the Commission said it might question the qualifications of the licensee under the public service provisions of the Act.

The Commission's decision was the result of an appeal for a declaratory ruling sought by WJIM-TV Lansing in 1950, when WWJ-TV Detroit refused permission to rebroadcast some NBC-TV programs [B•T, July 17, 1950]. That fall, the Commission issued a proposed clarification of Sec. 325(a) of the Act and called for comments [B•T, Oct. 9, 1950].

Among the comments was one from Gordon P. Brown, owner of WSAY Rochester, N. Y., who has been feuding with the networks for several years. He urged that the section be interpreted to mean that if a sponsor approved a rebroadcast of a program it owned, neither the network nor the affiliate carrying the original program could object [B•T, Nov. 6, 1950].

Rep. Sheppard Approves

Another was from Rep. Harry R. Sheppard (D-Calif.) who urged the same [B•T, Nov. 13, 1950]. Rep. Sheppard averred that the legislative history of the provision bore out this interpretation. He also charged that the networks were attempting to stifle competition.

Network authorities declined formal comment on the FCC action pending opportunity to study it in text and in detail.

First reaction of one legal expert, however, based solely on a verbal relay of the gist of the rules, was that the Commission appeared to be going much farther than it is entitled to do in "putting pressure on stations to require them to permit rebroadcasting."

The FCC's requirement that refusals to permit rebroadcasts must be explained in writing to the Commission, this authority asserted, is in itself "compulsion" to make stations grant such permission.

Rep. Sheppard has introduced legislation in the last few Congresses calling for a revision of the Communications Act to accomplish this rebroadcast privilege and also to license networks. His bills (HR 10 and HR 73) were referred to the House Committee on Interstate & Foreign Commerce [B•T, Oct. 15, March 19, Jan. 8, 1951].

In its ruling FCC said, "Congress . . . intended the words 'originating station' to be applicable solely to the station whose signal was received and rebroadcast." The FCC report reviewed the legislative history of the provision and referred to the Radio Act of 1927 and prior regulations to substantiate its interpretation.

Suggestions that the rebroadcast provision was meant to require only the approval of the owner of the program were dismissed as not properly within the purview of the Commission. Such an interpretation would require Congressional revision of the section, the Commission said.

In amending its AM-FM-TV rules to require that stations refusing rebroadcast rights justify their rejections, FCC stated:

. . . It does not follow that Section 325 sanctions arbitrary refusals of consent for rebroadcast on the part of network affiliates or other stations who may have the power or authority to give such consent. In our opinion, a station's operation must be in the public interest in respect of its exercise of the power conferred by Section 325 (a) as in other respects, and such powers cannot and were not intended to be used for the monopolistic purposes which the Chain Broadcasting Rules were intended to prevent. A refusal either by a network affiliate or a non-network station, to permit a rebroadcast where based upon no reasons at all, or upon unreasonable grounds, may well constitute conduct going to the qualifications of a licensee to operate in the public interest.

The following amendment was ordered to Secs. 3.191, 3.297, 3.591, 3.655 and 3.790 of the Commission Rules and Regulations, effective July 1:

Any station which refuses authority for the rebroadcast of a program broadcast by it, or any part thereof, shall file with the Commission within 10 days of such refusal a statement containing the following information: The station requesting authority for the rebroadcast; the date of the request; the program or programs, or parts thereof, for which authority to rebroadcast was requested; the date of refusal; the reason or reasons, for denial of the request. A copy of the statement filed with the Commission shall also be sent to the station whose request has been denied.

The Commission also decided that Sec. 325(a) did not apply to the rebroadcast of programs of foreign stations. It cited the legislative history of the provision to deduce that Congress did not have foreign stations in mind when it adopted the section in the Com-

(Continued on page 36)

Legalized Larceny . . . . . AN EDITORIAL

WITH TIME on its hands in the stillness of the post-TV thaw, the FCC last Thursday ingeniously contrived to enmesh itself in the most preposterous mischief-making since the infamous 1946 "Blue Book" episode.

It rendered a new interpretation of its rule governing rebroadcasting of programs. It added a provision that would not only subject stations and networks to constant jeopardy, but which also defies every legal concept ever enunciated on the sensitive matter of private property rights. The FCC did this without taking a second look at the vicious document served up to it by its legal minions. It did this without the vote of two of its top lawyer-Commissioners.

The gist of the astonishing ruling is that an "originating" station (whether radio or TV) can refuse to give another station the right to pick up its signals for rebroadcast. So far, so good, because Congress so decreed. But if the "originating" station so refuses, then it must file an explanatory statement, within 10 days, with the FCC. If there are *no* reasons, or if the refusal is upon *unreasonable grounds*, the ruling threatens, this "may well constitute conduct going to the qualifications of a licensee to operate in the public interest." This, we submit, is coercion with a crowbar, not the lifted eyebrow.

For crass unreasonableness, if not stupidity, there's probably nothing like this in regulatory annals. It falls in the category of an ordinance requiring a citizen whose home is robbed to write a letter to the chief of police explaining why he didn't turn his wallet over to the robber.

We can conceive of nothing that would do more to stifle creative talents and initiative in the broadcast arts if this order is ever carried to fruition. Programs like the WLS *National Barn Dance*, or the WSM *Grand Ole Opry*, or *Amos 'n' Andy* would become fair game of stations and possibly other networks. The pick of the network programs could be preyed upon by stations which had nothing to do with their creation or production (with spot announcements interspersed). The penalty of refusal to grant permission would be a *reasonable* explanation to the complete satisfaction of an FCC, or whatever licensing authority that might be functioning at the time.

Here, as we see it, is how it would work: A station operator would write letters to all networks and to selected enterprising stations. He would demand permission to rebroadcast specified programs or parts thereof, "originated" by these entities. Each inquiry would cost him a three-cent stamp. The stations and the networks would refuse for diverse reasons—dissipation of their creative talents, copyright clearances, unfair competition, good will, safe-guarding of property rights.

But within 10 days, each such refusal would have to be explained to the FCC. Beleagured stations and networks would have to stand the expense of batteries of attorneys to carefully prepare these pleadings—because their licenses would be on the line.

The FCC lawyer (we understand he was the General Counsel, Benedict P. Cottone) ostensibly pegged his ruling on a short-lived relatively insignificant case between WJIM-TV Lansing and WWJ-TV Detroit. The truth is that it was stirred up by the incessant crusade of Gordon P. Brown, owner of independent WSAY Rochester, who, after losing his several network affiliations, has spent innumerable man-hours lobbying Congress and the FCC against the networks. Mr. Brown even had the audacity to call a news conference in Washington following the FCC's ruling to proclaim the victory.

Mr. Brown's "giant-killer" approach is bunk. There's hardly an independent in the country that wouldn't go major network, if it could, or wouldn't become clear channel—if it could.

The FCC decision, like many others before it, arrogates control through indirection. It admits the essential right of the "originating" station to control its programs. But it imposes the penalty of intimidation, by requiring the station to explain its refusal.

In some saner moment, we must believe that the FCC will see the error of its ways. This may come when Vice Chairman Hyde and Comr. Jones, who were absent from that abortive session, express themselves. It may come after the writers, directors, arrangers, performers, musicians and all other creative artists fashioning the radio and television programs, realize the impact of this ridiculous bid for legalized larceny.

Keep in mind: The Commission which adopted this *unreasonable* rule would determine the *reasonableness* of any refusal to grant permission to rebroadcast the product of the station's enterprise and genius.

LIBERTY SUSPENDS

McLendon Hits Baseball 'Monopoly'

LIBERTY Broadcasting System suspended service to nearly 400 affiliated stations Thursday night.

Formed in the spring of 1948 as a southwest baseball hookup, the network had operated nationwide since Oct. 2, 1950.

As of noon Friday, many affiliates said they had received no official notice that service had been suspended. Their information came from Liberty's last broadcast, a bitter denunciation of the Dept. of Justice and organized baseball by Gordon McLendon, LBS president.

Intimation that trouble was ahead came a week previous to the suspension when Mr. McLendon told affiliates by closed circuit the network was cutting service from 16 to eight hours a day [B•T, May 12].

The burden of nationwide telephone line charges was a major factor in the slicing of network hours, affiliates were told. In addition, many affiliates were informed they would receive "C" instead of "A" telephone line service. Since that time, affiliates have claimed they had difficulty contacting LBS officials at Dallas headquarters.

In his Thursday night broadcast, Mr. McLendon broke the news in these words, "The Liberty Broadcasting System must suspend operations." He followed with a heated criticism of the Dept. of Justice for failure to enforce laws and the Bill of Rights, or to protect citizens from the "baseball monopoly."

"If this can happen in America," he said, "you can tell your grandchildren you saw an American dream die like a dog in a ditch."

Says Justice Has Proof

The Dept. of Justice has had proof of the "illegal baseball conspiracy" for years, he charged, with many department attorneys anxious to bring action against organized baseball. He claimed department officials were "afraid their good friends in baseball would get mad at them."

Liberty is plaintiff in a $12 million suit against 13 major league baseball clubs [B•T, Feb. 25], claiming it suffered business damage through loss of rights to broadcast games.

Even as he was announcing the network's suspension of service, Mr. McLendon made this prediction: "You will again hear the voice of Liberty Broadcasting System if, as and when we are successful in our attempt to bring baseball back to the people."

He thanked network officials for their cooperation, voiced appreciation for affiliates' part in the network and called H. R. Cullen, co-chairman of the LBS board since last summer, "one of America's great men." Mr. Cullen was a financial backer of the network, along with Gordon's father, B. R. McLendon, other co-chairman of the board.

Hint of troubled days ahead came during the May 6 closed circuit talk when the younger McLendon said, "We don't have the solid family feeling we used to have." He blamed himself for "not having shared my problems with all of you," but didn't discuss these problems, "lest it weaken us in the radio industry generally." The result of the policy was an undermining of confidence among many affiliates, he conceded.

Mr. McLendon said he was making that talk because of "another crisis."

"I have decided to share this one with you," he said, recalling that while the network had made a "small profit" in the first three years, it had lost "continuing large sums of money" since night service was started in 1950. LBS broke even for a while last year when Falstaff Brewing Co., St. Louis, sponsored baseball, he said.

"But for the most part during the last two years," he noted, "the story of Liberty has been a story of money lost, hard work lost, fighting a huge monopoly." He said this explained why LBS had to ask "for free time for one-third of the sporting events, for the five minutes before and after the game, why no reduction in affiliate fees has ever been possible."

If LBS wins its court battle, he predicted, it will become "the No. 1 network in the country."

The eight-hour plan instituted a week ago was designed to put LBS on "a break-even basis," according to Mr. McLendon's closed circuit talk, permitting economies in operation. He planned to go back on the air personally and do many of the baseball games.

Schedule This Year

LBS has broadcast 50 games this year, he said, and had 103 live games to come plus 38 re-creations, a total of 191 games during the season. He called this a "pitifully inadequate list of afternoon games authorized" and blamed the LBS troubles on inability to break the organized baseball ban against baseball broadcasts in the northeast major league territory as well as the ban against night games. He claimed LBS needed an eastern American League and western National League team to bolster its schedule of games.

"It has been a baling wire and sawdust network many times," he said in his May 6 talk to affiliates.

No suggestion of trouble was found by affiliates in the LBS instruction received at 1 p.m. (EDT) Thursday. This simply said: At 7:45 p.m. (EDT) tonight Gordon McLendon is going to give a public address to the nation. It is for broadcast. The title of his subject is 'Radio and Baseball.' All stations are urged to carry it. Please advise as to what you want done to this show."

Many reasons for the network's suspension were offered by affiliates. One contention was that it grew too fast. According to this theory, Liberty offered a good baseball service when it was a daytime hookup. When it decided to become a fifth nationwide network, however, it was believed not to have

(Continued on page 93)

CANCELLED TIME

Quickly Taken On Networks

By FLORENCE SMALL

IN a continuing answer to the prophets of doom who point, out of context, to periodic cancellations in radio and TV, at least four advertisers last week snapped up a minimum of two and a half hours of released network time at almost the moment the time became available.

Moreover, one advertiser, Gulf Oil, for its Gulfspray insecticide, purchased a new hour and a quarter of radio time a week—15 minutes across the board on ABC—while William Wrigley Jr. Co. signed for 36 half-hours on CBS Radio between June 3 and Aug. 25 in a renewal of the summer saturation campaign it has conducted on that network for the past two years. Gross billings on the Wrigley purchase were estimated at more than $400,000.

An interesting and perhaps significant feature of the week's transactions from a programming point of view was that, aside from the Wrigley saturation campaign, each of the purchases was for a basic quarter-hour segment aired at least twice a week.

Lever Bros., New York, for its Pepsodent toothpaste will sponsor a musical program (format still being worked out) in the Tuesday and Thursday 7:45-8 p.m. EDT period on CBS-TV, effective late this month. Latter time period had been dropped by Liggett & Myers (Fatima cigarettes), New York [B•T, May 5], together with its *Stork Club* program. McCann-Erickson, New York, is the agency for Pepsodent, while Cunningham & Walsh, New York, is agency for Fatima.

American Cigarette & Cigar Co. (Pall Mall cigarettes), will sponsor *Doug Edwards and the News*, CBS-TV Tuesday and Thursday, 7:30-7:45 p.m. EDT, effective in late May [B•T, May 12]. This marks an increase in its radio-TV budget for Pall Mall. Cigarette firm also sponsors *Big Story* on NBC radio and NBC-TV in addition to radio and TV spot campaigns. The news program, twice weekly, had been dropped recently by Columbia Records. Sullivan, Staffer, Colwell & Bayles, New York, is agency for Pall Mall.

Kellogg Interested

The 7-7:15 p.m. EDT period on NBC-TV currently is being offered to advertising agencies, with Kellogg Co. understood to be actively interested in this early-evening time. *Kukla, Fran and Ollie*, now in that time slot, may be slated for change to a half-hour, once a week format at another time. The 15-minute strip following *The Goldbergs*, 7:15-7:30 p.m. EDT is also being offered to advertisers for next fall, with or without the program. Bidding for the time is understood to be active. On the other hand the present advertisers on *The Goldbergs* may renew in the same time with the same show.

On CBS Radio, when Liggett & Myers (Chesterfield cigarettes) notified that network that it would drop one quarter-hour of its half-hour participation in the early morning Arthur Godfrey strip, each advertiser moved forward one quarter-hour thus leaving the first 15 minutes of the program open for a new advertiser whose signing is said to be imminent.

In addition, the program, which is now telecast one quarter-hour (with Lever picking up the radio-TV time), will be extended in simulcast form to one hour in the fall. As a result of the simulcast decision, at least one advertiser—Realemun Co., which sponsors the 10-10:15 a.m. EDT radio segment on alternate days with Toni Co.—has been forced to abandon the program because it was understood the firm's budget could not stand the addition of TV.

The relinquished time has been sold to Owens & Corning Glass Co., starting early in September. Toni Co. has not decided yet whether it too will continue sponsorship, in view of the increased costs for TV. This marks one of the unusual cases where radio has been used to sell television.

Effective early in September, the Godfrey line-up of sponsors will be as follows (all time EDT):

Owens Corning Glass alternating the 10:15-30 a.m. period with Toni (or replacement); Lever Bros., 10:30-45 a.m.; Pillsbury Mills, 10:45-11 a.m., and National Biscuit Co., 11-11:15 a.m., with Chesterfield retaining the last quarter hour, 11:15-30 a.m. on radio alone.

This new sequence of Godfrey sponsors presents yet another prob-

(Continued on page 92)

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Pick a card. . . . any card."

PROETZ AWARDS

Presented in St. Louis

PRIZES in radio and TV categories of the 1952 Erma Proetz Awards were presented last week at a banquet at St. Louis' Hotel Statler.

The awards are given annually by The Women's Adv. Club of St. Louis for creative work by women.

Top honor in radio was won by Phyllis Edmonds, vice president, Home Federal Savings & Loan Assn., Tulsa, Okla.

A newly-established television award was won by Bonnie Dewes, D'Arcy Adv., for work on the Laclede Gas Co. show on KSD-TV St. Louis.

Inscribed plaque and $100 went to each first-prize winner. In all, 14 advertising women were honored.

Stuart Symington, former chairman of National Security Resources Board and Reconstruction Finance Corp., spoke on "Truth Through Advertising."

RADIO 'READJUSTING' Says CBS Sales' Karol

CONTINUING study of the basic pricing structure may lead to either upward or downward revisions of CBS Radio's rates—or to no changes at all—Sales Vice President John J. Karol declared last week.

But, he asserted in a speech to the Minneapolis Advertising Club on Wednesday, advertisers are now approaching radio realistically again rather than emotionally, with the result that radio stands to come out of its current "readjustment" period a stronger medium.

Mr. Karol said radio is "undergoing a relatively calm period of readjustment," through a type of "outer turmoil and inner readjustment" which "has come into focus many times in the 22 years that I have been in radio.

"Every time," he said, "radio has emerged stronger. This is happening again."

Alluding to the sensitive subject of rates, Mr. Karol said:

"For many years, radio has been underpriced. At the time, it didn't seem to matter much. Sustaining time periods were infrequent; net profits were good. Radio is still delivering more people at lower costs than any other medium, but it has been undergoing pressures from within and without to be still more efficient.

"This resulted in 'deals'—a type of business operation that CBS Radio withstood for a long time. In an effort to eliminate this dangerous and demoralizing bargain basement practice, we initiated a flat rate reduction last summer.

"From that time on, we have never stopped analyzing our audience delivery against our cost. It is and will be a continuing practice. As this process continues, we may find that the basic pricing structure requires further change. If we do, we shall make the change—*up* or down.

"And whether changes are made or not, our thinking will always be within the framework of the creation of a rate structure that is equitable—one that will offer the *same* prices to *all* clients and *no special prices* to *any* client.

"When this type of business relationship between network and client and agency again is the generally accepted standard of our industry, network radio will be a stronger medium than ever before. It will have the complete respect it has enjoyed in the past and it will hold the same unparalleled position among media that it has enjoyed in the past."

'Realistic Appraisal'

Where radio was getting an "emotional" judgment last year, Mr. Karol said, today it is benefitting from "a more basic and realistic appraisal of advertising practices." He noted that CBS Radio's fall schedule "is already more than 80% as far along as last year's schedule was on Sept. 1," [B•T, May 5], and that "our salesmen's reports show 40% more advertiser interest than at this time last year."

He told his audience that "The size of radio is so much with us that it's easy to forget. And the size of radio is so great that it's difficult to comprehend." It encompasses, he pointed out, 105 million sets with listening both inside and outside the home. Although he voiced "great respect" for the A. C. Nielsen Co.'s rating organization, he insisted that "Nielsen penalizes radio *in general* by measuring only about one-third of secondary sets."

Even so, he continued, "on the basis of what Nielsen does report, the average CBS Radio Network program in 1952 reached over four million persons in the average Monday-Friday daytime broadcast and approximately 8½ million in the average nighttime broadcast."

On a cumulative basis, he added, a five-a-week daytime program reaching four million persons in a single broadcast is able to reach nine million different persons in a week, or more than 15 million in a month.

Mr. Karol scored "fabulously" high TV ratings as "one thing that throws us off balance in comparing radio and television.

"What we are apt to forget," he said, "is that these Nielsen ratings are percentages—percentages of the whole of radio and only the station coverage area of television."

Accordingly, he noted, a 32 rating for a TV show can represent 3.8 million homes while a 15 rating on a radio show equals 6½ million.

"No long-term comparison with television is possible," he conceded. "However, the current cost-per-thousand people of radio is about 40% of the cost of television. In other words, radio is about 2½ times more efficient than television on a cost basis.

"To reduce these facts to the lowest common denominator, network radio delivers 9½ advertising messages for a penny. It costs at least three cents to deliver *one* message on a 'penny' postcard. Television and magazines deliver a little more than three messages per penny, newspapers 2½—all compared with radio's 9½ messages per penny."

Connor to OPS

THOMAS F. CONNOR, programming and congressional liaison specialist for the State Dept.'s Voice of America, has been appointed special assistant to the director of the Office of Price Stabilization, it was announced last Wednesday.

NBC AFFILIATES

Western Division M

OPTIMISM over radio's fu prospects sparked a two-day W Western Div. affiliates meeting Beverly Hills, Calif., which en last Tuesday with more than station men and women repres ing 28 affiliates in the we states and Alaska attending.

The affiliates met in conjunc with a network series of promot press and merchandising sess on radio. Station managers aft ing reported increased local bu ness and greater listening a ences—even in areas where th is TV competition.

A network survey introduced dicated more people spend m time listening to radio than w TV, newspapers and magazi combined.

Thomas C. McCray, NBC We ern Div. director of radio netw operations in Hollywood, presi at the promotion-press-merch dising sessions with Richard Dunning, president of KHQ Sp kane and West Coast representa on NBC's Stations Planning a Advisory Committee, conduc the closed meetings.

Common Problems Studied

Summer and fall programmi and common station and netw problems occupied the two-d meetings.

Speakers included:

John K. West, NBC Western D vice president; John A. Evans, ma ager of advertising and promot Fred N. Dodge, director of merchan ing; Clyde L. Clem, supervisor of ad ence promotion; John Thompson, ma ager of news and special even KNBC San Francisco; Helen Mu Hall, western network promotion ma ager; Leslie Raddatz, Western N press manager; Jane Sandner and K O'Dell, Hollywood and San Franc network merchandising supervis respectively. Walter O'Keefe, sta NBC radio show, "Double or Noth entertained at Tuesday luncheon.

Those attending sessions in cluded:

Thomas Sharp and John Mc KFSD San Diego; Charles Hamb Albert Price, Ron Manders, Mort Co Pat Kelly, Winifred Scott and Cla Mills, KFI Los Angeles; Harry Bust KIST Santa Barbara; Paul Bartlett Gene DeYoung, KERO Bakersfi William Sanford, KMJ Fresno; La E. Yoder, John Thompson, Je Moxley and M. G. O'Dell, KNBC S Francisco; Gene Kelly, Gerald Ha and Irma Davis, KCRA Sacramento

Hugh Kees, KOH Reno; Jerr Pierce, KMED Medford; H. Q. Cox Showalter Lynch, KWG Portland; W liam Warren, Ray Baker and J Brott, KOMO Seattle; Carl Hayn and James Murphy, KIT Yak Richard Dunning, KHQ Spokane; H ard Lewis, E. W. Harvey and Ro Pollard, KTAR Phoenix; Ray Smu and Roy Jorgenson, KYUM Yu R. B. Williams, KOVA Tucson; Bu Fletcher, KSEI Pocatello; Flo Gardner, KTFI Twin Falls; Walte Wagstaff, KIDO Boise; E. B. Cra KXLF Butte; Ed Yocum, KGHL B ings; S. D. Fox, George Provel, Ke Moyer and Del Leeson, KDYL Lake City.

Charles Bevis Jr., Cy Penley William Day, KOA Denver; Roy Cl man, KTSM El Paso; William Pe KGU Honolulu; S. W. McCready, C Fisher and C. O. Fisher, KUGN Eug Gilbert Wellington, KFAR Fairba KENI Anchorage, Alaska; David Kay, KORK Las Vegas.

'MORALS' PROBE

Course Unset; Crosser 'Cool'

IN WHAT direction will Capitol Hill's investigation of radio-TV programs go?

Only the chairman of the House Interstate and Foreign Commerce Committee can answer that question, spokesmen for the committee acknowledged last week.

Rep. Robert Crosser (D-Ohio), chairman of the group authorized to conduct the probe, was scheduled to return to Washington from Cleveland last Saturday.

Meanwhile, newsmen who had contacted Mr. Crosser in Cleveland found he had no comment to make.

But the United Press reported, "Informed sources said Crosser is cool to the whole idea."

The investigation was voted by the House last Monday. Action came on a resolution (H Res 278) offered by Rep. E. C. Gathings (D-Ark.) [B•T, May 12, 5]. A little more than two dozen congressmen were on the floor when the resolution came up. Vote was by voice.

Later that afternoon, the House also approved Rep. Gathings' resolution to investigate comic books, pocket-sized books and other such material. In both instances—radio and television as well as the printed medum—"immoral and offensive material" would be ferreted out.

Inquiry To Subcommittee

While Rep. Crosser has not disclosed his plans for the probe, it was understood the inquiry would be turned over to a subcommittee. Since Rep. Lindley Beckworth (D-Tex.), who was originally slated for the chairmanship of the subcommittee, is campaigning for the Senate, it is expected the assignment will go to Rep. Oren Harris (D-Ark.). Rep. Harris has acted as the committee's communications leader in the past few months.

Following House passage of the Gathings resolution, radio-TV industry spokesmen bristled in defense.

NARTB President Harold E. Fellows said the probe could produce "censorship of the most obvious and deplorable sort." He said it "seems to be contrary to the language and intent of the Constitution."

NBC and MBS spokesmen pointed out that the industry has its own decency code policed by NARTB.

NBC said:

NBC's programs have always maintained the highest standards of good taste and decency in their content. NBC from its very inception voluntarily assumed the obligation of establishing high standards. It was the first network to adopt its own code of standards and practices for radio and again for television. Beyond this, it now subscribes to the code of the NARTB and certainly will continue to maintain the highest possible standards in its radio and television programming.

At Mutual, Executive Vice President William H. Fineshriber Jr. said:

Mutual maintains a very competent group of continuity acceptance personnel who are responsible for administering our own code of standards and practices, designed to keep our programming on a high moral level. In addition our industry has its own decency code which is governed by the NARTB. The Mutual network is proud of its record in adhering to the highest possible standards in its radio programming.

Although Mr. Fellows denounced the probe, he also said:

. . . we welcome the opportunity of receiving the observations of legislators, as similarly we welcome the observations of clergymen, teachers, educators, citizens' organizations and all others. If this is the intent of the Gathings proposal — to encourage industry in strengthening its own purpose and plan of self-regulation, the public interest will be served.

[But he warned] if the intent is to go beyond this, to legislate even one minute of programming out of existence on the tenuous ground of 'morality and improper emphasis,' we have arrived at a point where freedom of press and speech indeed are seriously threatened in a nation that has become the last great bulwark of those liberties of the people.

In addition to seeking out "immoral or offensive" matter, the resolution calls on the committee to determine the extent that radio-TV programs "place improper emphasis upon crime, violence and corruption. . . ."

Rep. Joseph R. Bryson (D-S. C.), who has been a perennial sponsor of bills to outlaw all alcoholic beverage advertising from interstate commerce, noted that he had joined with the late Sen. Arthur Capper in supporting a joint Senate-House bill to do the same thing.

The House committee has not held hearings on his "dry" bill, he asserted.

Consequently this, of course, is not dealing with the same subject but no one can deny that the subject in the resolution introduced and now pending before us is of a related nature.

Anyone who listens to the radio and witnesses exhibitions on television cannot but be impressed with the fact that the untrained, unsuspecting youth of the land is being corrupted, wilfully and maliciously by those who would break into the nursery rhymes and childhood stories . . . by the introduction not only of words of mouth, but by exhibitions of delicate fingers, beautiful ladies elegantly dressed, telling not only how interesting it is to drink intoxicating liquors, but teaching the youth how to pour that hellish fluid which has caused so much sickness and suffering and death.

Rep. Fred L. Crawford (R-Mich.) cited "fraud and deceit and the untruthfulness of the ads [in magazines] . . . The [advertising] industry is getting entirely too bold for its own good or for the good of the people . . ."

Rep. Edward H. Rees (R-Kans.), who has supported Rep. Gathings

(Continued on page 72)

Gathings' Plans

REP. E. C. GATHINGS (D-Ark.), author of the resolution which has set up a House probe of radio-TV programs, told BROADCASTING • TELECASTING last week: "I will have nothing to do with the investigation proper. However, I expect to appear before the committee as a witness and present information such as surveys made and program logs of some stations." Rallying of the "drys" in the House behind his resolution, he said, was not of his doing. Anti-beer, wine and liquor advertising "is not an issue with me," he said.

NEW HAMPSHIRE

97.3% of Homes Own Radios

RADIO homes comprised 97.3% of all occupied households in New Hampshire when the 1950 census was taken, or a total of 149,035 having reception, according to the state breakdown just compiled by the U. S. Census Bureau.

Highest radio concentration in the state was found in the city of Berlin, 98.7%. Among counties the leader was Strafford, with 97.9% saturation. Manchester, the largest city, had 98.1% radio ownership. New Hampshire is fourth in the series of state radio-TV census breakdowns to be completed. Others will be compiled during the year, with completion of the series scheduled in late autumn.

In breaking down TV ownership as of April, 1950, the bureau found that 9.3% of homes in the state had television receivers at that time. Total national TV set ownership when the census figures were collected amounted to less than a third of current TV-ownership.

* * *

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—NEW HAMPSHIRE

Area	Total Population	Total occupied dwelling units	RADIO				TELEVISION		
			Number reporting	With Radio		1940 Radio Homes	Number reporting	With TV	
				Number	Percent			Number	Percent
The State	533,242	155,203	153,190	149,035	97.3	116,809	152,805	14,195	9.3
Urban and rural nonfarm	*	142,049	139,990	136,280	97.3		139,625	13,250	9.5
Urban	306,806	89,216	88,380	86,735	98.1	68,636	88,120	9,575	10.9
Rural nonfarm	179,266	52,833	51,610	49,545	96.0	35,236	51,505	3,675	7.1
Rural farm	47,170	13,154	13,200	12,755	96.6	12,937	13,180	945	7.2
Manchester Standard Metrop'n Area	88,370	26,060	26,090	25,605	98.1	*	26,040	3,865	14.8
Manchester Urbanized Area	84,918	25,294	25,305	24,825	98.1	*	25,255	3,755	14.9
Urban Places of 10,000 or More Inhabitants—									
Berlin	16,615	4,623	4,620	4,560	98.7	4,063	4,615	25	0.5
Claremont	12,811	3,904	3,735	3,670	98.3	3,035	3,715	50	1.3
Concord	27,988	7,645	7,625	7,515	98.6	6,336	7,590	335	4.4
Dover	15,874	4,595	4,490	4,415	98.3	3,709	4,470	510	11.4
Keene	15,638	4,724	4,655	4,545	97.6	3,403	4,645	115	2.5
Laconia	14,745	4,312	4,235	4,155	98.1	3,292	4,230	55	1.3
Manchester	82,732	24,703	24,705	24,230	98.1	18,923	24,655	3,595	14.6
Nashua	34,669	10,137	10,060	9,865	98.1	7,963	9,980	2,610	26.2
Portsmouth	18,830	5,685	5,685	5,585	98.2	3,689	5,655	555	9.8
Rochester	13,776	4,177	4,110	4,025	97.9	3,036	4,105	445	10.8
Counties:									
Belknap	26,632	7,954	7,790	7,570	97.2	5,858	7,790	155	2.0
Carroll	15,868	4,950	4,845	4,625	95.5	3,657	4,835	65	1.3
Cheshire	38,811	11,549	11,350	10,950	96.5	8,321	11,330	430	3.8
Coos	35,932	10,024	9,915	9,620	97.0	8,343	9,895	50	0.5
Grafton	47,923	13,533	13,280	12,765	96.1	10,318	13,265	90	0.7
Hillsborough	156,987	46,273	45,955	44,950	97.8	35,174	45,815	7,780	17.0
Merrimack	63,022	17,728	17,585	17,145	97.5	14,028	17,530	800	4.6
Rockingham	70,059	20,899	20,655	20,120	97.4	14,468	20,585	3,265	15.9
Strafford	51,567	14,421	14,205	13,905	97.9	10,584	14,180	1,470	10.4
Sullivan	26,441	7,872	7,610	7,385	97.0	6,058	7,580	90	1.2

* Not available or not comparable.

SOURCE: Bureau of the Census, Department of Commerce, Washington 25, D. C.

The statistics in this table are extracted from a final report of the 1950 Census of Housing, Series H-A, No. 29, for New Hampshire, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 25¢ per copy.

Statistics on distribution of the population in New Hampshire are presented in a final report of the 1950 Census of Population, Series P-A, No. 29, now available from the Superintendent of Documents at 15¢ a copy. Descriptions and maps of "urbanized areas" are presented in this report.

Statistics on characteristics of the population in New Hampshire are presented in a final report of the 1950 Census of Population, Series P-B, No. 29, available from the Superintendent of Documents, at 30¢ a copy. Descriptions of Standard Metropolitan Areas are presented in this report.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

duPONT AWARDS

Harsch, WCAU, WEEI Receive Top Hono

COMMENTATOR Joseph C. Harsch, WCAU-AM-TV Philadelphia and WEEI Boston were honored Saturday night as winners of the annual Alfred I. duPont Foundation Awards in radio, television and allied sciences.

The winners were cited for "outstanding and meritorious service to the American people" during 1951 at the Foundation's presentation banquet in Washington's Mayflower Hotel.

Awards were presented by Dr. Francis P. Gaines, awards committee chairman and president of Washington & Lee U., administrator of the awards.

Other commentators and stations were commended by the committee. Howard K. Smith, CBS, London; Edward R. Murrow, CBS, and the NBC program, *Three-Star Extra*, received special mention.

In the large station classification, special commendations went to WAAM (TV) Baltimore; WBBM Chicago; WLW Cincinnati, and WHAS-AM-TV Louisville.

Honored in the small station category were WHCU Ithaca; KFBI Wichita and KUOM Minneapolis.

Harsch in Europe Now

Mr. Harsch, now in Europe covering activities of Gen. Eisenhower, was unable to accept his award personally. He sent a tape recording from Paris acknowledging the honor and expressing appreciation.

His award was accepted by Mrs. Harsch and Herbert E. Evans, general manager, Peoples Broadcasting Corp., to whom Mr. Harsch is currently under contract.

The former Washington correspondent for the *Christian Science Monitor*, whose commentaries during 1951 were aired via LBS, on May 11 began a transcribed weekly series of commentaries from Europe for WOL Washington and WRFD Worthington, Ohio.

Mr. Harsch was cited for his "consistently excellent and accurate gathering and reporting of news by radio." The citation also called attention to his "expert, informed and reliable interpretation of news and opinion."

WCAU-AM-TV, winners in the large station category, were lauded for "encouraging, fostering, promoting and developing ideals of freedom and for loyal and devoted service to the nation and to the communities served by them." This award was accepted by Donald W. Thornburgh, president-general manager.

WEEI also was cited for promoting and developing ideals of freedom. This award was accepted by Harvey J. Struthers, WEEI general manager. Former WEEI general manager is Harold E. Fellows, now NARTB president.

Mr. HARSCH

Mr. THORNBURGH

Mr. STRUTHERS

* * *

INDIVIDUAL WINNER:
Joseph C. Harsch, Commentator

STATION WINNERS:
WCAU-AM-TV Philadelphia
WEEI Boston

* * *

COMMENDED:
Howard K. Smith, CBS, London
Edward R. Murrow, CBS
***Three Star Extra*, NBC**
WAAM (TV) Baltimore
WBBM Chicago
WLW Cincinnati
WHAS-AM-TV Louisville
WHCU Ithaca
KFBI Wichita
KUOM Minneapolis

The three top winners received a plaque and cash awards of $1,000 each. Under new provisions of the duPont Foundation, winners may apply their cash awards toward individual scholarships for American youth to further advanced study in the broadcast media.

A panel of five judges reviewed 1951 activities and decided winners. They were, in addition to Dr. Gaines, Mrs. Jessie duPont, who established the awards in 1942 as a memorial to her late scientist husband; Ben McKelway, editor, *Washington Star* (WMAL-AM-FM-TV; Dr. Hadley Cantril, psychology professor and director, Office of Public Opinion Research, Princeton U., and Mrs. Hiram Cole Houghton, president, General Federation of Women's Clubs.

Prof. Riegel

Last fall, Prof. O. W. Riegel, director, Lee Memorial Journalism Foundation, Washington & Lee U., was named curator of the foundation to supervise the awards and the administration of the scholarships thus created.

Roger W. Clipp, general manager of WFIL-AM-FM-TV Philadelphia, presented a check for $1,000 to establish the first scholarship under the new educational objectives of the duPont Awards Foundation. WFIL-TV was a duPont winner last year.

At Banquet Saturday

Among those expected to attend the banquet were Adrian Murphy, president, CBS Radio; Frank E. Russell, vice president, NBC; Justin Miller, NARTB board chairman and general counsel; Paul A. Walker, FCC Chairman; Sol Taishoff, editor and publisher, BROADCASTING • TELECASTING; Chris J. Witting, director, DuMont Television Network; Charles Vanda, vice president in charge of television, WCAU; Oliver Gramling, assistant general manager, Associated Press; C. Edmonds Allen, director of special services, United Press Assns.; H. A. Lowe, *Variety*; W. H. Goodman, of the Florida National Bank; Richard W. Slocum, general manager, the *Philadelphia Bulletin* (WCAU-AM-FM-TV); William E. Fineshriber Jr., executive vice president, MBS; John W. Pacey, director of public affairs, ABC; J. L. Van Volkenburg, president, CBS Television; Charles O. Voigt Jr., information secretary, Alfred I. duPont Awards Foundation, and M. H. Aylesworth, broadcasting consultant.

* * *

PANEL OF FIVE WHO JUDGED ANNUAL duPONT FOUNDATION AWARDS:

Mrs. duPONT

Mrs. HOUGHTON

Dr. GAINES

Dr. CANTRIL

Mr. McKELWAY

HOOPER REPLY

'No Revisions Necessary'

C. E. HOOPER, president of C. E. Hooper Inc., last Friday released a detailed answer to the John Blair & Co. study attacking the question employed in the coincidental method of audience measurement in radio-TV cities (story page 23), in which he asserted that "it is not apparent to us that our firm needs to revise any of its procedures."

He also said he had told President Richard D. Buckley of the Blair firm early last week that Blair might be subject to litigation if it released its study, because it "carries material protected by copyright which is used without Hooper's permission." Liability, he said, could extend to any publication carrying the report or a story on it. But "despite the practical possibility of recalling the report, John Blair & Co. proceeded with its release," the Hooper announcement asserted.

The Blair report claimed that the coincidental method's practice of asking about both radio and TV audience in the same question had the result of "grossly" underestimating radio audiences. It proposed that a radio-only question be used.

Mr. Hooper asserted, however, that "any radio station, agency, advertisers or network desiring an audience measurement by us based on asking about 'radio listening only' . . . (1) has been able to obtain it from us, (2) is still able to obtain it from us anywhere at any time."

Must Use Care

But he said "that is not because we have had any reason to believe the 'radio-TV' question . . . to be wrong. Both can be used to produce the same, the correct, answer, but only if interviewers are trained and supervised with extreme care."

He contended that the public has not separated radio and TV in its mind as well as members of the industry have; that "the separation is confined to the suffix letters 'TV' (Example: WDSU-TV) added to call letters which always have, and still mean, the call letters of a radio station (Example: WDSU)."

Mr. Hooper continued in his statement, part of which the announcement said had been released earlier to a publication "under pressure of time and before Mr. Hooper had an opportunity to investigate his legal rights on the subject," as follows:

"In one survey, the details of which we will show to qualified individuals, 100% of the credits given by the public to a radio station should have been given to its TV brother. In that instance the radio station could not, and the TV station with companion call letters could, be heard in the county surveyed. When, in a re-survey, we made the proper clarification to the public by asking for both 'radio and TV,' a complete correction took place.

"In a city, or area, where half the broadcast audience is looking at television it takes expert interviewing to ignore TV in the question and still get valid results on radio."

The Hooper firm's "motives in asking the question on both 'radio and TV'" in radio-TV areas he said, are "laudable" in that "(1) it contributes to *accuracy* in TV areas, (2) it cuts the *cost* of broadcast audience measurement in half."

Further, he declared:

"Given the choice, radio station owners in TV areas, including those without TV stations, have preferred that we ask the radio-TV question. By getting information on both the AM and TV audience they say, 'We know what we are up against.' It has given them needed help in budgeting and scheduling their radio programs to know the periods of peak TV audiences in their cities. . . ."

Mr. Hooper said that his use of the radio-TV question, rather than radio only, was not introduced simultaneously in all cities, but rather was introduced "when and where TV audiences began to show up in answer to our 'radio listening only' question."

And, he continued, "nothing abnormal happened to the audience record when the substitution took place. Typically the TV audience reported during that first month after the change was a fractional per cent of the total tune-in. Not infrequently the radio audience reported for that month showed higher radio sets-in-use than the month before or the same month the year before when we had used [the radio-only] question. . . .

TV Figure Grows

"During ensuing months this TV figure was seen to grow from month to month: Fast in 'live' TV program markets, slowly in non-interconnected cities, reflecting the purchase of new TV sets and the quantity and quality of TV programs offered."

Mr. Hooper maintained that "much of this three-to-four year old record is in the hands of two-score advertising agencies and advertisers" and said "it and more may be observed in our offices by qualified persons on request."

He said "it will satisfy observ-

(Continued on page 36)

Does Hooper Undersell Radio?

(Continued from page 23)

in mornings for November 1951 as compared to January 1948.

The study next compared Hooper and A. C. Nielsen Co. sets-in-use figures for 21 identical cities during the same periods (April 1947 and April 1951). For 1947, the Hooper figures were 22.4% below Nielsen's in the case of evening listening, and 26.4% below Nielsen's for daytime listening. In 1951 the difference between the two services was approximately the same with respect to evening listening (Hooper's was 24% lower), while for daytime the Hooper figure was 34.6% lower than Nielsen's.

The Blair investigation then looked at average sets-in-use figures provided by Pulse, Nielsen, and Hooper, as shown in chart 3-A entitled "Pulse - Hooper - Nielsen Sets - in - Use Comparison April 1951." [See chart, page 23.] The right side of that chart shows how the results of each service ranks in comparison to the average for all three—Pulse is 20.8% above the average, Nielsen is 6.6% above, and Hooper is 27.4% below.

(Fact that Pulse figures are higher than the two others was "to be expected," the presentation said, "since Pulse is a measurement of total audience, while the Hooper and Nielsen figures are average-audience measurements.")

A comparison of Hooper and Pulse studies in Los Angeles showed "a high degree of correlation" in their measurement of TV sets, but a "marked and significant" difference with respect to radio sets, it was pointed out. Hooper's radio figures here were 34% below those of Pulse. It was noted that the Hooper method combines the radio and television question, while the Pulse technique involves separate radio and television interviews.

Similarly, in Los Angeles, there was found "a high degree of correlation, repeated on each of the seven nights [of the week,] between Pulse and Hooper television sets-in-use," but "wide disparity between the two series of radio sets-in-use figures."

"Because the same interviewing was used by each service for both their radio and television reports," the Blair study asserts, "the radio figures should show roughly the same correlation, or lack of it, that the TV figures show, and vice versa. Quite obviously, they do not."

Averaging Pulse, Nielsen, and Hooper radio sets-in-use figures in Los Angeles for a "typical" Sunday, 6-11 p.m., the study found "Pulse 24.8% above the average, Nielsen almost exactly on it—0.5% over—but Hooper 30.8% below the level of the combination." On the other hand, when the television sets-in-use figures of Pulse, Hooper, Tele-que, and Videodex were averaged, Pulse and Hooper proved to be "fractionally above the 100% average, Tele-que about 3% above the average and Videodex about 5% below."

Relationships 'Close'

Pulse-Hooper comparisons of TV sets-in-use in Columbus showed that "with minor exceptions, the relationships between the two are again very close," while in another Columbus study, it was said, "Pulse credits radio with more listening in TV homes than Hooper finds in all homes."

This series of studies, Blair spokesmen said, led to the launching of a "controlled experiment." Trendex was named to conduct interviews in New Orleans, Columbus and Los Angeles during the same weeks and days that interviewing was being done by Hooper. They used the same methods—"except that Trendex asked a radio-only question and Hooper asked the combined radio-television question."

The results were shown in Blair's presentation as follows:

Columbus, daytime and evening combined — Trendex figures on radio sets-in-use ran 22% higher than Hooper's ("odds are 1.7 million to 1 . . . that this difference is significant" statistically).

Los Angeles, daytime and evening combined—Trendex radio sets-in-use figures were 16% higher than Hooper's ("odds are 7,000 to 1 . . . difference is significant").

New Orleans, daytime and evening combined—Trendex radio sets-in-use figures were 6.1% higher than Hooper's ("odds are 27 to 1 . . . that this difference is significant").

It was noted that "statisticians recognize the fact of significance whenever the odds exceed 20 to 1."

The combined Columbus-New Orleans-Los Angeles radio sets-in-use totals of Hooper as compared to those of Trendex are shown in accompanying charts—one for daytime, one for evening, and one combing daytime and evening. In daytime, Trendex sets-in-use figures are placed 26.1% higher than those of Hooper; evening, Trendex 13% higher; daytime and evening combined, Trendex 15.2% higher.

'Grossly Underestimated'

"Our controlled experiment has proved," the presentation contends, that "the inclusion of radio and television in the same question by the telephone coincidental method grossly underestimates the radio audience," and that "therefore, the conclusion cannot be escaped: To estimate more accurately the true dimensions of the vast radio audience, this type of audience measurement should employ a question concerning only radio listening."

The presentation quotes a letter from Robert Ferber, research assistant professor, U. of Illinois' Bureau of Economic and Business Research, as saying in part:

"Since the data collection procedure used by Trendex was apparently identical to that used by Hooper with the exception of question wording, the latter is clearly indicated to be the source of the difference. I might note that this result, though striking, conforms with our present knowledge regarding the effect of question wording on survey results. A question concerning two district items tends to elicit less recognition on either, or both, of them than would be the case if the items were incorporated in separate questions."

RADIO POWER

Proven in Tacoma Press Strike

DO CITIES dry up and blow away when newspapers go on strike?

Definitely not, judging by business conditions in Tacoma, Wash., during the period the northwestern community's only newspaper, *Tacoma News Tribune*, could not publish because of a pressman's strike [B•T, April 28].

A study of the Tacoma scene by the Sales Committee of the Washington State Assn. of Broadcasters, of which Joe Chytil, KAPA Raymond, Wash., is chairman, showed:

- Bank clearings are up in Tacoma.
- Merchants who were consistent and wise purchasers of radio before the newspaper strike have had no deviation from normal operations.
- Radio has found it difficult to accommodate large department stores that stampeded to radio for heavy spot schedules after the strike began, only to find regular and consistent radio users there first with the heavier schedules.
- The department store that didn't know how to use radio and had no department setup for radio is feeling effects of the strike far more than normal radio advertisers.

Bank clearings for weeks preceding the strike follow: March 17-21, $75,762,000; March 24-28, $66,003,000; April 7-11 (Easter week), $68,406,000.

The *Tribune* stopped publication April 12, when the strike started. Bank clearings for the week of April 14-18 rose to $76,981,000. For the week of April 21-25 they were $71,299,000.

The report of the Washington broadcast association included these comments by Tacoma businessmen:

Large downtown store operator, a heavy newspaper advertiser who took ten spots a day during the strike—"I am quite amazed at the results we are getting. Considering all general business conditions, I am satisfied with my business."

Chain store operator—"My feeling is that business isn't as bad in Tacoma as some are making it out to be."

Leading jewelry store operator—"After two weeks of the strike, my business is not down. I am up 8% over the same period last year."

Advertising representative of leading food chain store—"Business is considered normal for this time of year. We are not feeling the effects of the newspaper strike. After increasing our radio schedule, we find it sufficient to maintain store traffic."

Earl Weiss, director of largest music festival ever held at Pacific Lutheran College—"More than half of all season ticket buyers said they heard of them through Tacoma radio."

The state association listed these comments from "Tacoma generally":

Frank Walters, owner of city's largest funeral home—"Radio stations putting on the obituary notices have been a great public service. City florists tell me they have used these broadcasts to keep up to date on the location and time of funerals."

Tacoma citizen—"I appreciate the way radio pitched in. Although I consider this the normal service the listener gets, I noted that extra newscasts were added just to make sure the listener did get the news when he could hear it."

Transit company official — "Our riders are down, but so far we cannot reach any conclusion other than this is due to a lot of reasons, such as emplоment generally being down, less people at Fort Lewis, and certainly television has cut down the night traffic. I couldn't hazard a guess as to the actual shopper traffic to the downtown district."

Mayor John Anderson of Tacoma —"We of the city administration can't thank Tacoma radio stations enough for their usual good job of backing community promotions and keeping our city well informed."

Fred Sandstrom, Tacoma Chamber of Commerce—"I believe the way Tacoma radio publicized and brought out a large crowd for the celebration of the arrival of the naval ship *Falgcout* (while the strike was on) is a typical example of Tacoma radio performance."

Two civic events made out nicely despite the strike. The Lakewood ice show had a full house opening night and good attendance thereafter. The Shrine circus made good use of radio with "good attendance."

FLOOD REPORT

Given Library of Congress

HOUR-LONG radio documentary, described by the Librarian of Congress as the first of its kind in the library's history, was presented by Robert Tincher, WNAX Yankton, S. D., general manager, at ceremonies in Washington, D. C., last Wednesday.

The tape recording is a running account of news interviews and coverage of the recent Missouri River flood that WNAX broadcast as part of a series on top regional news events.

Mr. Tincher said he presented the documentary as an illustration of what part radio can and does play in fully covering a special event. The station broadcast a similar documentary at the time of last February's big blizzard that left farm people stranded and cut-off from belongings and cattle.

Dr. Luther H. Evans, Librarian of Congress, accepted the recording. Among those attending the ceremonies were Sen. Karl E. Mundt (R-S. D.), NARTB President Harold E. Fellows and Director Robert K. Richards of association's Public Affairs Dept.

The "Operation Flood" documentary was billed a week in advance of actual broadcast, Mr. Tincher explained, thus arousing high audience reaction to the recap. Same procedure, he added, was applied with WNAX's coverage of the blizzard.

HANNA HONORED

By Editors, Publishers

SURPRISE tribute to a radio man was to be paid at Ithaca, N. Y., last Saturday by more than 100 newspaper editors and publishers of some 40 small community newspapers, when Michael R. Hanna, general manager of WHCU Ithaca, Cornell U. CBS affiliate, was honored for his Sunday half-hour *Radio Edition of the Weekly Press* program.

Mr. Hanna began the program in 1946, digesting editorial comment by the area's weekly newspapers. The program in 1949 became a feature on the 13-station Rural FM Network with a membership of 110 newspapers. The program received a special Peabody Award.

WHCU has notified cooperating editors that the program leaves the air this month for an indefinite period, pending reorganization.

Mr. Hanna was to be awarded a special citation at the dinner at which he was guest of Cornell Vice President John E. Burton.

Attending Library of Congress presentation made by WNAX are (l to r) ← Mr. Fellows, Mr. Tincher, Dr. Evans and Sen. Mundt.

O'HARA'S BILL

May Be Added to S 658

REP. JOSEPH P. O'HARA (R-Minn.) served notice last week he will offer his bill (HR 7782) that would give the broadcaster the right to censor a political candidate's talk, as an amendment to S 658 when the FCC-remodeling bill reaches the floor.

Rep. O'Hara introduced his anti-libel proposal a fortnight ago [B•T, May 12]. His plans were given during debate on political campaign expenditures last Monday (see story, page 93).

His remarks follow:

". . . Soon the Committee on Interstate & Foreign Commerce, which has been granted a rule upon a bill [McFarland bill] which amends the Communications Act, will bring that bill to the floor.

"I call the attention of the House to the fact that under the law which now exists a radio broadcaster has no power of censorship as to any statement a political candidate himself may make upon the radio during a political campaign. In other words, it offers the facilities, and there is no censorship on the part of the broadcaster over the kind of statements, no matter how defamatory or how libelous they may be that the candidate may make. They have no power or control over his statements.

Cites Horan Bill

"Our colleague from Washington [Rep. Walt Horan (R-Wash.)] has introduced a bill which absolves the broadcaster from libility in such a situation. Personally, I think I have a better approach to it, and I have introduced a bill, which I hope to offer as an amendment when [the McFarland bill] . . . comes before us, which does not give the broadcaster any censorship over partisan or political matters but does give him the right to control the defamatory statements, to eliminate them, or to deny the candidate, unless he does eliminate that language, the use of his broadcasting facilities.

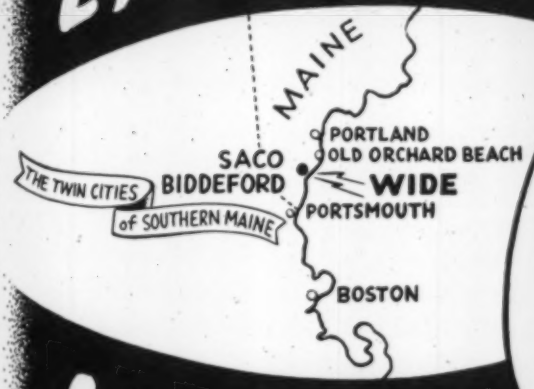
"The present situation to which I refer is analogous to your handing a loaded shotgun to some reckless individual and then saying you have no responsibility because you have given him the shotgun and loaded it and said, 'Go ahead and pull the trigger.'

"That is the situation the candidates for public office are in under the present conditions. . . . The broadcasters are themselves in a bad situation because they are subject to suit. . . .

"I do think we should clear up the hiatus that exists and put the responsibility on the broadcaster at the same time giving him the power of censorship, the power to eliminate defamatory matter from the candidate's statement over the radio, but we should place some responsibility upon the broadcaster to see that those defamatory statements are not made in political campaigns over radio or television."

Vic RADIO PROFIT Diehm Says:

It's All Sales and 29 Million Dollars



WIDE

Ali Ben Diehm the great merchant of the radio airways has added another great station, in a great state to his "airem" of proven and profitable purchases for your client's products . . . WIDE . . . located in the Biddeford-Saco market . . . second largest industrial center in Maine. Here are located the famous textile plants of Pepperell, Bates and Saco-Lowell. Here, too, is Old Orchard Beach and the Kennebunk region, making the Biddeford-Saco market Maine's leading vacation area. Retail sales for 1951 amounted to $29,442,000. Want some of this market? Write, wire or phone . . . Vic will give you complete details!

WAZL	WHOL	WHLM	WIDE
HAZLETON, PA. NBC-MBS	ALLENTOWN, PA. CBS	BLOOMSBURG, PA. LIBERTY	BIDDEFORD-SACO, ME. MBS-YANKEE
(Represented by Robert Meeker Associates).		(Owned and Operated by Harry L. Magee).	(Represented by Edward Devney).

HIGGINS TO MCA

Leaves CBS Radio Post

HUGH M. P. HIGGINS, market research counsel for CBS Radio, has left that post to join Music Corp. of America as head of its TV Syndication Div.'s new Promotion-Publicity - Research Department, and as salesman.

The division is headed by David Sutton, former CBS-TV vice president in charge of sales.

Mr. Higgins joined CBS Radio last fall after serving as director of BAB from September 1950. For two years prior to that time he was part owner, vice president and general manager of WMOA Marietta, Ohio, and before that he was assistant director of the NAB Broadcast Advertising Dept. from 1945-48. Before World War II, during which he served in the Army Air Force, he was with NBC in Washington.

FOOD RETAILERS' BUDGET

To Spend Over $300 Million

FOOD retailers will spend over $300 million in advertising this year—more than the top 35 national advertisers combined—the Super Market Institute was told at its 15th annual convention in Cleveland last Monday. This prediction was voiced by Max Buck, advertising and sales manager, Kings Super Markets, East Orange, N. J.

Citing the tremendous success achieved by super markets through advertising, Mr. Buck said the $300 million outlay would make the food retailer a larger advertiser than the following combined companies: Procter & Gamble, General Foods, Colgate-Palmolive-Peet, General Electric, General Motors, Lever Brothers, General Mills, American Tobacco, Liggett & Myers, R. J. Reynolds, Sterling Drug, Campbell's Soup, Ford Motor Co. and Pillsbury Mills. All are heavy radio-TV users.

Mr. Buck suggested use of more newsworthy and "emotional" copy to attain better results and urged the super market industry to unite in a better advertising campaign to drive home to the consumer the benefits of that industry.

RADIO MEMORIES FROM TEXAS

Harold Hough Recalls WBAP's Beginning

"IN the winter of 1921, Amon Carter allotted us $250 to go into the broadcasting business with a warning not to come back when that was gone," recalls Harold V. Hough, director of the *Fort Worth Star-Telegram* broadcast operation, WBAP-AM-FM-TV.

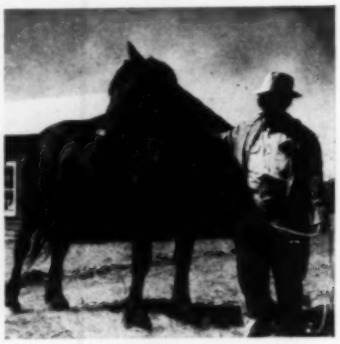
Mr. Hough, who was the station's earliest personality as *The Hired Hand*, was reminiscing on the occasion of the WBAP's 30th anniversary [B•T, May 5].

The media veteran's stories of early radio were recounted in the *Fort Worth Star-Telegram*.

Chuckling over WBAP's humble beginning, Mr. Hough relates that, "At any rate, we started May 2, 1922, with 10 watts; now we have 50,000. We also have call letters, frequencies, pictures, studios, personalities, temperaments and taxes."

WBAP's anniversary was observed quietly and without fanfare. "We considered getting up an anniversary program and patting ourselves on the back last Friday, but the staff voted to do something for our audiences—so we bought the radio rights to the sensational new show, *I Was A Communist for the FBI*," Mr. Hough explains.

Discounting his role as a radio personality, Mr. Hough admits that "In the beginning of radio, I used to hang around the mike some. But radio soon grew up and it was



Once The Hired Hand, *radio pioneer Hough admires four-footed Texas beauty.*

* * *

time to begin selling soap.

"This was a slick job, requiring smooth gab, so the boys with lace on their tonsils moved in and crowded me off the air.

"However, I've had a lot of fun with the game in the last 30 years and expect to have more during the next 30."

N.Y. Pioneers Elect

DOROTHY GORDON, moderator of the *New York Times Youth Forum* on WQXR New York, was elected president of the New York chapter of radio Pioneers at a dinner meeting Wednesday. Patrick Henry Barnes, WOR New York, was named first vice president; Frank G. Silvernail, BBDO, second vice president, and Charles Butterfield, AP radio editor, third vice president. Charles A. Wall, BMI, was re-elected treasurer, and Bruce Robertson, BROADCASTING • TELECASTING, was re-elected secretary.

PRESS, RADIO PROTEST

Bolivian Suppression

INTER-AMERICAN Assn. of Radio Broadcasters joined with the Inter-American Press Assn. last week in condemning suppression of the daily newspaper *La Razon* in La Paz, Bolivia.

In a joint statement they said they consider that "an act of aggression against the free and independent press and radio of the western hemisphere has taken place in Bolivia where the government has denied the right to publish freely to the . . . *La Razon*."

An IAPA committee said investigation showed that "the government of Victor Paz Estenssoro has through intimidation and coercion prevented . . . *La Razon* from publishing since April 14" and that "the government, up to this date, has indicated no intention of permitting the newspaper to publish" or of restraining governmental "partisans from attacking the newspaper plant should it attempt to publish. . . ."

REC-ATS Merger

BUSINESS meeting of the Radio Executives Club in New York last Thursday lacked a quorum, with the result that the group was unable to vote on the proposal to merge with American Television Society. It was agreed after much argument, however, that President I. E. (Chick) Showerman should appoint one committee to revise the by-laws of REC and submit a new name for the organization, and another committee to meet with ATS representatives to discuss the method of fusion.

RADIO PROMOTION

NARTB Discs Ready

SECOND of NARTB's transcribed radio promotion broadcasts will be released this week as one of the "Radio on the Record" series. It features Edward R. Murrow, CBS news analyst, in a quarter-hour discussion of the effectiveness of radio news.

Opposite Mr. Murrow on the disc are the voices of two Cabinet members, Secretary of the Treasury John W. Snyder and Secretary of Agriculture Charles F. Brannan, who discuss what radio means to them. Other voices are those of Maj. Gen. Floyd L. Parks, chief Information Division, U. S. Army; Herschel Newsom, master of the National Grange, and Dan Tracy, IBEW president.

The promotion transcriptions are produced for NARTB by Dyer Hines, with recordings distributed through Columbia Transcriptions Inc.

The series is designed to tell the national audience about radio's effectiveness as a medium of news, education, entertainment and public interest programming.

CONVENTIONS

NBC to School Reporters

TEN newsmen will be handpicked by NBC and Northwestern U. for a special course in political convention reporting and each man will be an accredited representative of the network for the conventions in Chicago this summer.

The clinic, offered on a graduate level, will feature lectures by authorities in the broadcast news and political fields, including Ken Fry, radio-TV director, Democratic National Committee; Edward T. Ingle, who holds the same job for the Republican Committee; James Reston, political staff writer, *The New York Times;* Francis McCall, NBC-TV news and special events director, and Charles Cleveland, political reporter for the *Chicago Daily News*.

Eight of the ten have been chosen. They are:

Michael Radock, professor of journalism and director of public relations, Kent State U., Kent, Ohio; Burton Marvin, dean, William Allen White School of Journalism, U. of Kansas; Jack Fahey, news director, KGA Spokane; Sidney Kobre, professor of journalism, Florida State U.; Milo Ryan, journalism professor, U. of Washington; O. J. Buc, journalism professor, U. of Montana; J. Douglas Perry, chairman, Dept. of Journalism, Temple U., Philadelphia, and William Swindler, director, School of Journalism, U. of Nebraska.

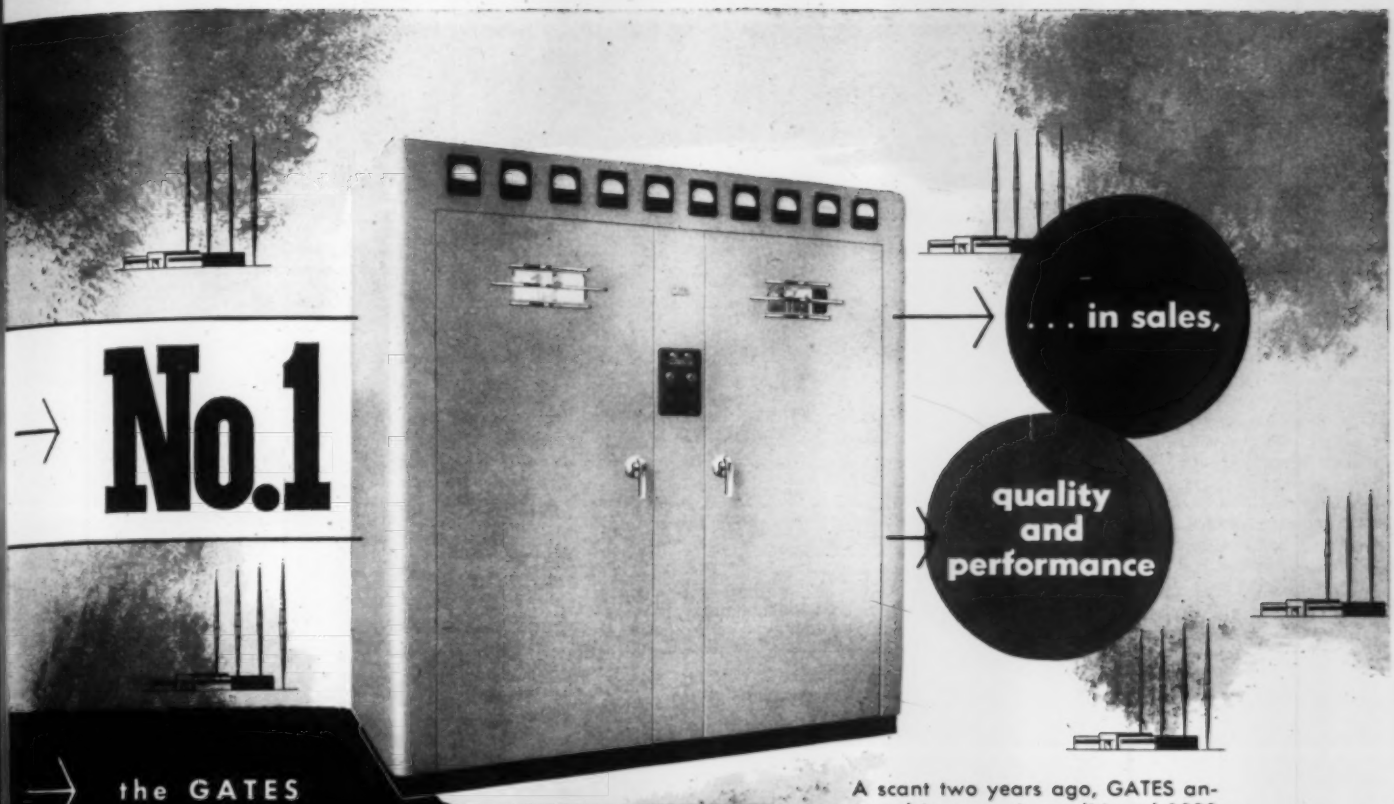
To Double Budget

NORTH STAR Aircoach, New York, purchaser of the Flying Irishmen Air Reservations Agency, New York, plans to retain the latter's agency, Cavanaugh - Shore, New York, for all local radio advertising. Current billings in 12 markets are expected to be expanded in a few weeks when the advertising budget is to be doubled.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA



the GATES
BC-1F
1000 watt transmitter

A scant two years ago, GATES announced its new air conditioned 1000 watt Broadcast Transmitter, the BC-1F.

Then, as now, it was described as a large, heavily built, rugged and full fledged transmitter — as fine as a broadcast transmitter can be made.

The enthusiastic acceptance with which the BC-1F has been greeted is unquestioned verification of quality, since only quality of the highest order could build such an impressive "owner list" as that below!

Why not ask those who own one?

OWNERS OF GATES BC-1F BROADCAST TRANSMITTERS*:

WGEM	Quincy, Illinois	KCRV	Caruthersville, Missouri	WKAP	Allentown, Pennsylvania	KOSY	Texarkana, Arkansas
WKRS	Waukegan, Illinois	KMAN	Manhattan, Kansas	KGAL	Lebanon, Oregon	KCNO	Alturas, California
WKXY	Sarasota, Florida	CJSO	Sorel, Quebec, Canada	WRIC	Richlands, Virginia	KWCB	Searcy, Arkansas
WTVB	Coldwater, Michigan	KTOE	Mankato, Minnesota	WRAY	Princeton, Indiana	KDLM	Detroit Lakes, Minnesota
WDKD	Kingstree, South Carolina	WFVG	Fuquay Springs, N. C.	KILO	Grand Forks, North Dakota	WTRW	Two Rivers, Wisconsin
WCBA	Corning, New York	KPBM	Carlsbad, New Mexico	WFHG	Bristol, Virginia	WCPA	Clearfield, Pennsylvania
WYVE	Wytheville, Virginia	WMPM	Smithfield, North Carolina	KBOP	Pleasanton, Texas	KDAS	Malvern, Arkansas
KERG	Eugene, Oregon	WATC	Gaylord, Michigan	WCTT	Corbin, Kentucky	WOKE	Oak Ridge, Tennessee
WDZ	Decatur, Illinois	WOPT	Oswego, New York	KSMN	Mason City, Iowa	WBUD	Trenton, New Jersey
WPEP	Taunton, Massachusetts	WLIL	Lenoir City, Tennessee	WGSM	Huntington, L. Island, N. Y.	CFCL	Timmins, Ontario, Canada
WKVA	Lewistown, Pennsylvania	KBKH	Pullman, Washington	WCEN	Mt. Pleasant, Michigan	XEAS	Nuevo Laredo, Mexico
WCOJ	Coatesville, Pennsylvania	KTYL	Mesa, Arizona	WLYC	Williamsport, Pa.	WTIM	Taylorville, Illinois
KTRM	Beaumont, Texas	WKCT	Bowling Green, Kentucky	WORD	Spartanburg, S. C.	KGMC	Englewood, Denver, Colo.
CKVL	Verdun, Quebec, Canada	WTOB	Winston-Salem, N. C.	WJPR	Greenville, Mississippi	KMMO	Marshall, Missouri
KGWA	Enid, Oklahoma	WIAM	Williamston, N. C.	WPAZ	Pottstown, Pennsylvania	WBOK	New Orleans, Louisiana
WNAH	Nashville, Tennessee	KIUP	Durango, Colorado	WFUL	Fulton, Kentucky	WAKN	Aiken, South Carolina
WJAT	Swainsboro, Georgia	KPOC	Pocahontas, Arkansas	WLEA	Hornell, New York	WCMY	Ottawa, Illinois
KNED	McAlester, Oklahoma	WTIL	Mayaguez, Puerto Rico	WRAG	Carrollton, Alabama	WALK	Patchogue, L. I., N. Y.
		WGCB	Red Lion, Pennsylvania	WAIN	Columbia, Kentucky	WEYE	Sanford, North Carolina
		WWSW	Pittsburgh, Pennsylvania	WHJC	Matewan, West Virginia	CFRA	Ottawa, Ontario, Canada
		KOKX	Keokuk, Iowa	CKPB	Victoriaville, Quebec, Can.	KWOC	Poplar Bluff, Mo.

*Above list excludes all export sales other than Canada. Any domestic omissions are unintentional. Substantial military purchases of this model can not be listed for obvious reasons. Purchases after December 30, 1951, not shown.

GATES

GATES RADIO COMPANY • QUINCY, ILLINOIS, U.S.A.
manufacturing engineers

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

ANTI-TRUST PROBE

Is Launched in New York

GRAND JURY investigation into the conduct of the electronics manufacturing business, probing for possible anti-trust violations, started in the U. S. Court for the Southern District of New York last Monday when the first company records were submitted, per subpoena.

Major block to a full study, at this date, is understood to be the motion by RCA—singled out as a subject of particular interest—which sought to "quash or modify" the original subpoena [B•T, April 14]. Since success of the RCA motion would change and limit the federal investigation considerably, it was assumed last week that basic questions would not be considered and witnesses would not be called to testify until after a ruling on the RCA motion, scheduled for hearing June 12.

Records only of electronics manufacturers were to be produced at the opening session Monday. A few unnamed manufacturers among those subpoenaed—virtually all major producers of AM-FM-TV transmitters and receivers—needed more time to collect the extensive records asked for and sought time extensions which, following usual procedure, were granted.

Operating Methods

Modus operandi of anti-trust suits usually starts with Justice Dept. consideration of public records and hearings of individual complaints. If preliminary research indicates possible illegal practices, the department institutes a full investigation, conducted through the grand jury.

Since this phase is emphasized as only a study, all meetings are conducted behind closed doors to avoid harmful publicity or unnecessary exposure of subpoenaed witnesses and documents. It was this stage that the electronics investigation entered last week.

If the grand jury decrees that formal action may be necessary, then charges may be filed publicly and actual court proceedings begin.

NBC played host to representatives of 30 Midwest network-affiliated stations at promotion-press-merchandising sessions in Chicago fortnight ago [B•T, May 12]. Among NBC executives was Harry C. Kopf (l), Central Division vice president. Mr. Kopf chats with (l to r) Alex Keese, WFAA Dallas; Jack Zinselmeier, WLW Cincinnati and Fred N. Dodge, NBC merchandising director. Session was second in network series of meetings on various facets of radio operation.

'PURE SCIENCE' PROGRESS

U. S. Must Lead, Dr. C. B. Jolliffe Warns

THE U. S. must take the lead in developing fundamental knowledge—the advancement of "pure science"—because "our continuing safety and progress depend upon it," Dr. Charles B. Jolliffe, RCA vice president and technical director, said in an address before the National Conference on Airborne Electronics at Dayton last Tuesday.

He noted that Europeans, especially Germans and Britons, have been historic leaders in this field while greatest U. S. accomplishments have been in engineering, but said the time has come when "Americans should be the 'Pioneers of Science' of the future. . . . Russia, we may be sure, is not neglecting this all-important field. . . .

"Discoveries of supreme importance to such sciences as physics, chemistry, and biology will come from studies of the atom," he declared. "In fact, mankind is on the verge of an era in which new scientific knowledge can provide the basis for substantial advances in human health and happiness."

Dr. Jolliffe said the development of the transistor, tiny germanium device capable of performing many functions of the electron tube, will "of itself help materially in the advance of fundamental knowledge.

"With greater development of transistors, smaller, lighter, more rugged and more efficient electronics controls will be developed for airplanes and missiles. It may even make new weapons possible. New, better and smaller control equipment may well result in new types of planes.

"Here, indeed, is an outstanding example of how an advance in the fundamental knowledge of one field can be of inestimable value in another," Dr. Jolliffe said.

N.Y. AD CLUB

McMillan Re-elected

GEORGE S. McMILLAN, vice president of Bristol-Myers Product Div., was re-elected president of the Advertising Club of New York Tuesday.

Other officers include Stanley Resor, president of J. Walter Thompson Co., who was named vice president, and James A. Brewer, chairman of the Brewer-Cantelmo Co. board, treasurer.

SHOW MUST GO ON

Flash Fires Withstanding

WARM welcome was extended Don McNeill and his ABC *Breakfast Club* troupe on tour through five eastern cities when the group arrived in Baltimore. Flash fire on stage of the Hippodrome Theatre where the network show was to originate almost completely destroyed broadcast equipment and dimmed hope of ever going on the air with only a few hours to remedy the damage that had been done.

WFBR, ABC's affiliate in that city, came to the rescue with engineering and musical assistance which made it possible for Mr. McNeill's show to go on the air on schedule from the Town Theatre, substitute originating point.

SCOTT PETITION

Filing Renewed at FCC

ATHEIST Robert H. Scott renewed his petition to the FCC last week asking that ABC stations' licenses be revoked because the network would not give him time to reply to what he considered an attack on his anti-deity cause [B•T March 17, 10].

In a letter to the Commission Mr. Scott rebutted an ABC communication of last month which informed the FCC it had no intention of answering Mr. Scott's charges.

Mr. Scott had charged that ABC networked a Canadian Broadcasting Corp. play last November which was "an outright attack upon atheism as a point of view and upon atheists as a class." The play was entitled *Blasphemy*, and was a radio adaptation of an *Ellery Queen Magazine* story, "The Trial of John Nobody," by H. A. L. Carr. Mr. Scott said that ABC refused to give him time to answer what he termed the anti-atheistic propaganda expressed in the broadcast.

ABC's letter on the subject last month to the Commission stated: "We did not furnish a statement [to the Commission] specifically directed to the petition because we believe . . . that an analysis of the script which we sent you on Feb. 21, 1952, would substantiate our statement that the program was a dramatic fictional presentation designed solely for entertainment and that it did not constitute an attack on atheism.

"We have examined Mr. Scott's complaint and find nothing that would lead us to change our view as to the character of the program presented."

Mr. Scott was the protagonist in the FCC's famed "Scott Decision," enunciated in 1946. That decision held that station licensees must present all sides of a controversial subject, even though one attitude may be strongly distasteful to the licensees and their listeners. The Commission, however, also added that not every controversy is of general interest and licensees must exercise their judgment.

Do You Want the Most Results at the Lowest Cost in Cincinnati?

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY CINCINNATI

No Summer Slump *in this* Tourist Paradise

The Art Mosby Stations

KGVO · KANA

Missoula 5 kw Day 1 kw Nite

Anaconda Butte 250 kw

MONTANA

THE TREASURE STATE OF THE 48

Between Glacier and Yellowstone Parks in the Heart of the Dude Ranch Country

Reps: GILL, KEEFE & PERNA, N.Y., Chi., La. & SF.

PROOF of SELLING POWER
IN TWO MAJOR MARKETS!

★ KTUL, Tulsa—and KFPW, Fort Smith, Arkansas, have MORE LOCAL PROGRAM SPONSORS than ALL OTHER NETWORK STATIONS COMBINED in these two market centers of the Southwest.

★ Local acceptance is the "GRASS ROOTS" TEST of a radio station's SELLING POWER.

★ Tap the rich trade areas of Northeastern Oklahoma and Western Arkansas with ONE OPERATION—ONE NETWORK, CBS Radio—ONE REPRESENTATIVE—(Avery-Knodel, Inc.)

KTUL TULSA

★

JOHN ESAU
Vice President
General
Manager

KFPW FORT SMITH

Affiliated with KOMA, *Oklahoma City*

Hooper Reply

(Continued from page 29)

ers that the trends are the product of two very real things: Owning TV and watching it." He asserted that "Ward Dorrell of the Blair firm was completely conversant with this record when in our employ." Further, he said, "I have recently turned over to him several volumes of original data on the subject to refresh his memory and bring him up to date."

He struck out at Pulse Inc. data in the Blair report saying that "Pulse would have you believe that radio sets-in-use reached a new high in Los Angeles last summer" even though "Los Angeles families, with seven TV stations to choose among, increased their ownership of TV sets 239% (from 335,000 to 830,000) and from 26% to an estimated ownership level of 65% of the families."

Mr. Hooper said that with reference to other reported findings of the Blair study, "I have but one comment. They raise a question. I welcome it. But the answer should not have been attempted by any but disinterested parties."

He suggested the reconstituted Advertising Research Foundation as a proper agency for impartial handling of the question. If ARF should indicate "need for the complete separation of radio and TV reporting," he said, "our course will remain unchanged except that the choice between the two questions will disappear and costs will increase."

Mr. Hooper felt that "such an analysis will uncover the source of a Trendex error, because I sincerely believe that there is an error." (Note: Trendex handled the "controlled" study of the issue for the Blair organization.)

"In fact," Mr. Hooper said, "if the city-by-city, period-by-period results for the three cities [studied by Trendex for Blair] had been released by the Blair firm, the source of one error might be apparent now, namely:

"In all three of these cities the call letters of more than half of the TV stations are identical with radio stations serving the same city except for the suffix. Television credits are, therefore, most likely to be given erroneously to radio (with the 'radio listening only' question in use) where the TV share of audience is biggest."

Must Show Hooper Higher

He expressed confidence "that the city-by-city, period-by-period figures, which are in the possession of Blair, must show Hooper to be higher during some periods, particularly in New Orleans—[One of the cities surveyed, along with Los Angeles and Columbus] — where the overall percentage difference [between Trendex and Hooper] is 6.1% and where a minimum of radio-TV confusion would, therefore, be created by the 'radio listening only' question. Furthermore, there is but one TV station in New Orleans. . . .

"If Hooper is the same or higher, during a significant number of time periods, the reason for the Trendex *average* being higher lies somewhere *outside* the differences" between the radio-only question and the combination radio-TV question.

Additionally, he said, much of the difference between Trendex and Hooper results might result from "Trendex reporting actual 'listening' not to a radio *but to television*," in cases where there is no watching of the TV picture. Thus, he said, the AM affiliate might get credit which actually is due the TV station, if the interrogator does not require distinction between radio and TV.

"Much daytime TV programming," he said, "and not a little of TV daytime commercial treatment, is already slanted to appeal to the 'audio only' daytime TV audience."

He charged that "if these errors are established it will not lead to the conclusion, drawn by the Blair Release, that 'radio listening as reported by the coincidental method has been grossly under-estimated,' but rather that some poorly executed or poorly conceived research has been done which creates that impression."

Washington's•

BEST

BUY

Ask your John Blair man for the whole WWDC story

Rebroadcast Rights

(Continued from page 24)

munications Act. The Commission implied that an international treaty might take care of that question.

In referring to the fact that consent to rebroadcast may be of little value, since the consenting station might not own property and other rights to the program, the Commission said that clarification of this impasse would be required through Congressional action.

Sec. 325(a) states in part: ". . . nor shall any broadcasting station rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station."

upcoming

May 19-20: BMI television clinic, New York.

May 19-22: Electronics Parts Show, Conrad Hilton Hotel, Chicago.

May 22-23: Florida Assn. of Broadcasters, annual meeting, Royal York Hotel, Miami Beach, Fla.

May 22-23: BMI television clinic, Chicago.

May 23-24: Indiana Broadcasters Assn. meeting Athletic Club, Indianapolis.

May 26-27: BMI television clinic, Hollywood, Calif.

TALENT MERGER

'University Study' Set for N.Y. Talks

SUGGESTIONS for or against merger of entertainment unions are to be discussed in New York today (Monday) by member unions of the Associated Actors and Artistes of America (AFL), it was indicated late last week as results of a university study on stage-radio-TV performers and their labor organization were being distributed to union officials.

Research on each union's organization and jurisdiction, interviews of officials and members and study of previous attempts to establish a single-card organization for all entertainers have been conducted during the past few months by labor relations experts at Cornell U. and the U. of California at Los Angeles. These experts volunteered their services—for the first such analysis made in this particular field—when total merger again became a real consideration last winter.

Heretofore described as a "blueprint" for merger, the university plan is actually a series of "open-ended proposals," according to Prof. Robert L. Aronson of the New York State School of Industrial and Labor Relations at Cornell. The proposals were understood to include various possible alternatives to a total merger and could, he said, be modified as more complete information becomes available. Asked if he were satisfied that the proposals are the result of all currently available information, Prof. Aronson said he had no comment.

Officials of the union involved —all of which are AAAA members —plus representatives of the two universities, are scheduled to meet in New York's Hotel Astor at 2 p.m. today for their first discussion of the proposals.

Whereas all unions agree that a total merger would be welcomed by their individual members, establishing that unity without sacrificing the control of individual units is the major political problem. A partial merger of one or two AAAA groups is considered by excluded unions even a more serious threat to their status.

It was not known last week when the proposals would be public. It was assumed again that since each organization is to consider total merger and vote on it in time for effective action to be taken by July 1, the study could not remain private for long.

Unless total merger is effected by July 1, Television Authority and American Federation of Radio Artistes will unite into an all-broadcasting union, to be called the American Federation of Television and Radio Artists. Constitution for the merger has been drawn up and ratified by membership of both groups.

KGW

THE People's Choice IN PORTLAND, OREGON

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

BMI

The thousands of broadcasters who have attended the second swing of Program Clinics, just concluded, have praised their solid contributions to programming. • The impact and inspiration of the splendid teams of industry speakers were especially increased this year by the stimulating discussions of attendees during the bull sessions. • BMI takes this opportunity to acknowledge the industry's obligation to all speakers and participants and to cordially invite all broadcasters to attend one of the forthcoming TV Clinics.

Now it's TV CLINIC TIME

WITH THREE ALL-INCLUSIVE 2-DAY ROUND TABLE DISCUSSION MEETINGS

NEW YORK
May 19-20
Waldorf-Astoria

CHICAGO
May 22-23
Palmer House

HOLLYWOOD
May 26-27
Beverly Wilshire Hotel

Television leaders from Coast to Coast will be sitting down with you to discuss TV in all of its aspects . . . exchanging their ideas and experiences . . . giving solid coverage to such topics as: Low-cost, Local Programming • Cutting Production Costs Handling Local News and Special Events • Buying, Selling and Programming Films • Camera Techniques and Scenic Effects • Public Service Programming • Short Cuts and Time-Saving Devices Legal and Copyright Problems • TV as a Sales Medium • and many other general and specific matters.

EVERY SPEAKER A PRACTICAL TV BROADCASTER

Panelists include: Robert Swezey—WDSU-TV; Chris Whitting—DuMont; Chuck Holden—ABC-TV; Paul Adanti—WHEN; Ralph Burgin—WNBW; Joel Chaseman—WAAM-TV; Don Fedderson—KLAC-TV; Klaus Landsberg—KTLA; George Moscovics—KNXT; Robert Purcell—KTTV; Philip Lasky—KPIX; Donn Tatum—KECA-TV; Walter Preston—WBKB; Bruce Wallace—WTMJ-TV; Theodore Streibert—WOR-TV; Walter Emerson—WENR-TV; Richard Moore—KTTV; Bill Edwards—KNXT; Roger Clipp—WFIL-TV; Don Norman—KNBH; Ward Ingrim—KHJ-TV; Jules Herbuveaux—WNBQ; Frank Fogarty—WOW-TV; Ted Cott—WNBT.

Your future in TV, or as affected by TV, makes your attendance at one of these TV Clinics a must! Register now!

Also plan to attend BMI's Summer Seminar at Denver University August 3 to 10
•
In vacation surroundings for you and your family.
•
Room and board $22.50 per person
No fee for registration
Attendance limited to 150
•
ENROLL NOW!

BROADCAST MUSIC, INC. 580 FIFTH AVENUE NEW YORK 36, N.Y.
New York • Chicago • Hollywood • Toronto • Montreal

N.Y. AD AWARDS

Art Directors Club Opens Exhibition

THIRTEEN awards for advertising associated with the broadcasting industry were designated last week when the Art Directors Club of New York announced winners in its annual exhibition of advertising and editorial art.

For the first time this year, a special category was set aside for television commercials, with the medal won by United Productions of America whose art director, Ray Lind, and artist, Abe Liss, turned out a commercial for Benton & Bowles' Brewing Corp. of America account.

Largest single winner among advertisers was CBS, whose combined awards totaled nine: Three for CBS Radio advertisements and six for CBS Television ads.

Speaker at the awards luncheon, held at the Waldorf-Astoria Tuesday, the day that the exhibition opened at the Grand Central Galleries, was Marion Harper Jr., president of McCann-Erickson, who warned that "a period of 'hard-sell advertising' is ahead."

Winners of the Art Directors 31st annual competition were chosen from more than 8,500 proofs, with selection and analysis handled through committees of top advertising directors and final votes by the entire membership. A total of 12 club medals and the Kerwin H. Fulton Medal were awarded winners in various categories and an additional 30 certificates of distinctive merit were given.

Broadcasting winners were:

★

For design of complete unit TV commercials on film, with live technique: Award of distinctive merit to Jerry Fairbanks, producer; Barbara DeMaray and Pyrmen Smith, art directors; Les White, photographer; Young & Rubicam, agency; and Bigelow-Sanford Carpet Co., advertiser.

For TV commercials on film, full animation: Medal to United Productions of America and a merit award to Ray Patin Productions, producer; Mr. Patin and Tom Oreb, art directors; Fred Madison, artist; Fitzgerald Adv., agency; and Godchaux Sugar Corp., advertiser.

For TV commercials, limited action: Merit award to Transfilm, producer; Ray Lind, art director; Jack Zander, artist; Benton & Bowles, agency; Post Raisin Bran Div., General Foods, advertiser. Second merit award to Edward Carini, artist; William R. Duffy, art director; McCann-Erickson and General Electric.

For TV commercials, miscellaneous techniques: Merit award to George Olden, CBS-TV graphic arts director, for promotional design on the *Big Top* program.

No winners were named for live TV commercials.

CBS Radio Network advertisements won three honors:

Club medals were voted to Lou Dorfsman, director of the art division of CBS Radio Sales Promotion and Advertising Dept. for his Red Skelton advertisement, and to freelance artist Andrew Warhol for his drawing on CBS Radio's *Nation's Nightmare* documentary series.

Distinctive merit award went to Irving Miller, director of art service for CBS-owned radio stations, for design of booklets and direct mail ads.

CBS Television advertisements took five honors, in addition to Mr. Olden's TV commercial award:

William Golden, creative director of CBS-TV advertising and sales promotion, received two distinctive merit commendations: For a Robert Q. Lewis advertisement titled "He's Moving" and for "The Egg and I and You" ad entered in trade periodicals.

Artist Rene' Robert Bouche' also won two honors for CBS-TV: A club medal for trade periodical advertising, won by his sketch of Frank Sinatra, "The Voice That Sells," and a similar drawing of Edward R. Murrow, "Ambassador For Television," which received a distinctive merit rating.

Photographer Ben Rose won an award of distinctive merit for trade periodical advertising with his illustration of "They're Buying A New Product."

CONVENTION BOOK

Planned by CBS, 'Time'

CBS Radio and Television networks, in cooperation with *Time* magazine, have produced a special guide to this summer's national political conventions, to be offered voters free as a public service.

The 24-page booklet is being written and published by the editorial staff of *Time* and offered to the public through the facilities of CBS Radio and Television networks. Described as a non-partisan pamphlet, the guide covers the history, highlights and high-jinks of past political conventions and gives procedures and regulations for this year's sessions.

CBS Radio Network inaugurated spot announcements offering the guide on May 8 and the CBS Television Network started similar announcements, coupled with visual material, last week. Special kits for use by affiliated stations also were to be mailed last week.

To Use Radio, TV

MOST comprehensive advertising campaign to date in behalf of El Producto cigars—including radio this summer and TV in the fall—was announced last week by Sol Bornstein, president of G. H. P. Cigar Co. Summer radio and fall plans are being formulated and will be announced in the near future, according to Elkin Kaufman, executive vice president of William H. Weintraub & Co., New York, agency for the cigar company.

PIONEERS CITED

Sylvania Awards Giv

SOME 23 pioneers of the radio industry—all of whom have served for at least 20 years and a few of whom are radio veterans of 30 years—were presented Broadcasting Pioneers Awards at a luncheon given in New York's Waldorf-Astoria by the Sylvania Electric Products Corp. Wednesday.

Dr. Lee deForrest, inventor of many electronics devices which have helped build the industry, was guest of honor at the luncheon, held by Sylvania to celebrate the production of its billionth radio tube.

Broadcasting veterans whose length of service was acknowledged included such radio personalities as Jack Benny, *Burns and Allen*, *Amos 'n' Andy*, Kate Smith, H. V. Kaltenborn, Ben Grauer, John Gambling, Patt Barnes, Lanny Ross, Lowell Thomas, Gertrude Berg, Paul Whiteman, Arthur Godfrey, Jessica Dragonette, Thomas H. Cowan and Sigmund Spaeth.

Zenith Names Wright

JOSEPH S. WRIGHT has been named assistant general counsel for Zenith Radio Corp., Chicago, Irving Herriott, Zenith general counsel, announced last week. An attorney for the Federal Trade Commission since 1936, Mr. Wright since 1947 has been the FTC's assistant general counsel and chief of its compliance division.

Mr. Wright

Morris Joins Equity

NEWBOLD MORRIS, recently discharged as special assistant to the Attorney General to help clean up corruption in government, has been appointed special assistant to Clarence Derwent, president of Actors' Equity and Chorus Equity Assns. His main assignment will be to help effect a merger between various branches of Associated Actors and Artists of America.

be..R-W.*

Be *Radio-Wise! Get extra power behind your sales message through "Personality Selling" on Rahall Stations . . . where listener loyalty really pays off!

RADIO'S TOP

● AUDIENCES ● MARKETS ● PERSONALITIES

Reach your listeners through these Independent Stations that give them what they want to hear—News . . . National & LOCAL Sports . . . music and other entertainment features.

WKAP (a) 1000 W. ALLENTOWN, PA. 1320 KC.

WNAR (b) 500 W. NORRISTOWN, PA. 1110 KC.

WWNR (b) 1000 W. BECKLEY, W. VA. 620 KC.

JOE RAHALL, PRESIDENT

National Representatives

(a) WEED & COMPANY ● (b) THE WALKER COMPANY

RAHALL STATIONS

17th Summer

RADIO-TELEVISION WORKSHOP

Six Weeks—June 30 to August 8, 1952

Advanced radio and TV training in the world communications capital. TV studio work in cooperation with station WPIX

ROBERT J. LANDRY, *Director*

Full time program, with or without University credit. All instruction by active directors, producers, actors, and executives from the industry. Registration limited. Fee: $175

For full information send for Bulletin RB

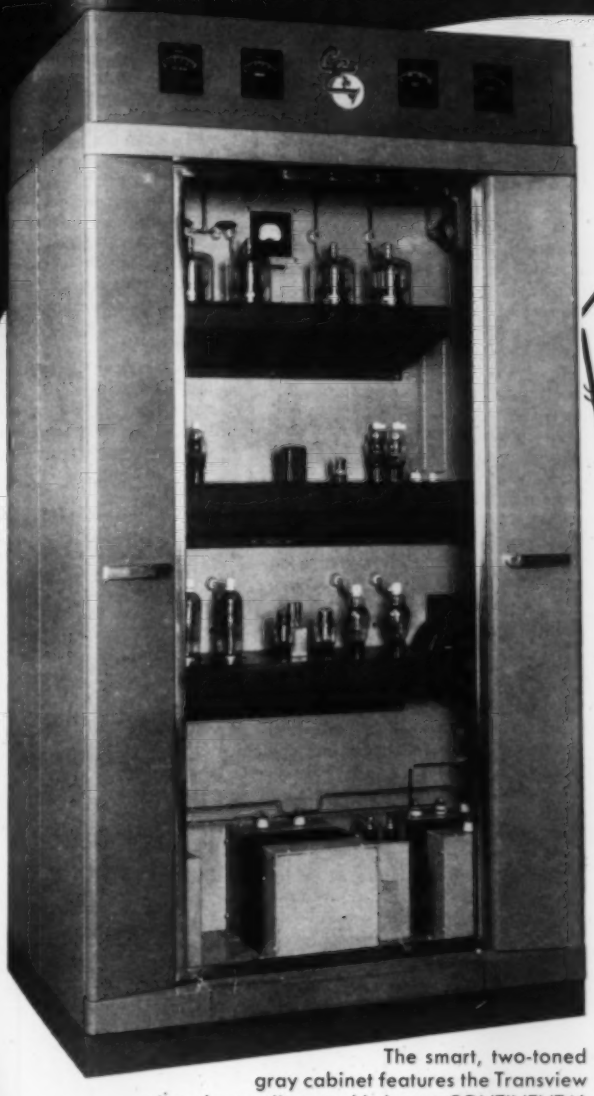
DIVISION OF GENERAL EDUCATION

NEW YORK UNIVERSITY

One Washington Square, New York 3, N. Y. SPring 7-2000, Ext. 788

Spotlighting another engineering triumph by Continental

...the new 314-2 1 KW AM TRANSMITTER*



The smart, two-toned gray cabinet features the Transview glass door styling used in larger CONTINENTAL Transmitters, providing greater visibility and accessibility of all tubes and parts. Unified, frameless construction permits vertical members and partitions to serve as panels on which the transmitter components are mounted. This arrangement lends itself ideally to the forced air ventilation system used.

Here's a brand new 1,000 watt transmitter that sets the pace in streamlined simplicity. It's the Type 314-2 Transmitter, engineered with up-to-the-minute features to meet the rigid requirements of modern AM broadcasting.

Conventional high level modulation type of circuitry is even more simplified and improved in performance. Only three tuning controls are used. Two of the new CONTINENTAL crystal oscillator units are incorporated in the design of the 314-2. Only two RF amplifiers, including the output stage, are employed. These amplifiers utilize modern, high gain tetrode type tubes that eliminate the necessity of neutralization and require very low driving power.

A high quality push-pull audio amplifier, utilizing fixed audio feedback, drives the modulator, which employs the same type of tubes used in the Power Amplifier. Only 17 tubes of but eight types are used in one complete set! Of these eight types, four are the inexpensive radio receiver version. Tube costs are sharply reduced.

*GraybaR QUALITY SINCE 1869 *REG U.S. PAT. OFF. Distributed by *GraybaR ELECTRIC COMPANY

For Equipment above and beyond the usual standards

*Availability dependent upon defense requirements.

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd. Dallas 10, Texas Phone EVergreen 1137

D.C. AD CLUB
Elects Sanders President

CLAYTON R. SANDERS, advertising manager of Peoples' Drug Stores Inc., heavy regional radio timebuyer, was elected president of the Advertising Club of Washington, D. C., at a luncheon meeting last Tuesday. A vice president of ACW the past year, he succeeds Tom Griffin, advertising director, Washington *Daily News*.

Other officers elected were: William E. Coyle, Washington *Evening Star*, first vice president; Stuart Armstrong, National Radio Institute, second vice president; Stanley Bell, WRC Washington, treasurer; Ward Guthrie, Guthrie Lithograph Co., secretary.

Board of directors elected were: Ben Strouse, WWDC-AM-FM Washington; William Sigmund, Henry J. Kaufman & Assoc.; Mary Pitsch, Ad Print Screen Co.; Arnold Fine, Washington *Daily News*, and James Rotto, advertising manager, the Hecht Co.

NEWS SECURITY
Senate May Probe Truman Order

MACHINERY was readied last week in the Senate for an inquiry into President Truman's controversial information security order.

The order, which was issued by the White House last September, set up classification of information on the same order as the military. It applied to civilian agencies, however, as well as to the military.

The impending probe grew out of a resolution introduced by Sen. Blaire Moody (D-Mich.), a former Washington-Detroit newspaperman and radio commentator. The resolution (S Res 309) calls for a "full and complete study and investigation" into:

(1) "Policies and procedures in the executive agencies with respect to the dissemination of information,

(2) "Free and unobstructed flow of news regarding government action, and government policy from its source to the public."

The inquiry would attempt to determine:

(1) "Whether any censorship is depriving the public of information to which it is entitled. . . .

(2) "Application of Executive Order 10290, dated Sept. 24, 1951. . . . the so-called 'President's Security Order,' and its effect on the dissemination of public information. . . .

(3) "Functions of government information officers, and (4) what methods can best be used to protect the nation's actual military secrets without keeping any information from the American people for any other reason."

When President Truman's order was issued, it was received with skepticism and opposition both by the radio and the press.

The resolution has been assigned to a subcommittee of the Senate's Permanent Investigating Committee, an arm of the Senate Committee on Government Operations.

Sen. Moody is slated to serve on the subcommittee along with Sens. A. S. Mike Monroney (D-Okla), a former newsman, and Andrew F. Schoeppel (R-Kans.). Two other members, not yet selected, will serve on the group.

Under the resolution, an advisory council of five to seven Washington newsmen—who are "reporting the news by newspaper, periodical, radio, television, or other media of public information—" would be appointed to advise the Senate unit.

The subcommittee would be authorized to recommend legislation necessary to assure the public free access to information on federal activities while protecting the nation's military secrets.

Canadian Set Sales

RADIO receiver sales dropped in Canada during last quarter of 1952 to 93,197 sets valued at $9,982,334, as compared to 164,714 sets valued at $13,970,696 in the same period in 1951, according to Radio-Television Mfrs. Assn. of Canada. Inventories at end of March 1952 were 164,193 sets as compared to 143,221 sets at the same time in 1951.

Walk, Don't Run

A WSPD Toledo announcer is rueing his rashness in running to the teletype and yanking off enough news to fill the closing minutes of a newscast. Here's what he found himself reading over the mike: "Smith says the best way to describe government language is to call it 'baffle-gab.' And what is 'baffle-gab'? Smith defines it as 'Multiloquence . . . characterized by consummate interfusion or periphrasis . . . inscrutability . . . incognizability . . . and other familiar manifestations of abstruse expatiation . . . commonly utilized for promulgations . . . implementing procrustean determinations by governmental bodies.' "

JONES PROMOTED
KRMG Also Names Lane

APPOINTMENT of Robert E. Jones Jr. as vice president and general manager and promotion of Frank S. Lane from commercial manager to station manager have been announced by KRMG Tulsa, Okla., ABC affiliate. Mr. Jones also has purchased an interest in Oklahoma Broadcasting Co., KRMG licensee.

Mr. Jones

He has been station manager since 1949, and succeeds C. E. Akers, who has resigned to join WEEK Peoria, Ill. Before coming to KRMG three years ago, when it went 50 kw daytime, 25 kw night, Mr. Jones was station relations manager for ABC Central Division and later general manager of WIRL Peoria, Ill. Previously he was associated with NBC in New York.

Mr. Lane joined KRMG as commercial manager in 1949. Previously he had been active in management of WDEF and WDOD Chattanooga and WSPB Sarasota.

Listen to what $250,000,000 says about the BROADCASTING MARKETBOOK

N. W. AYER—Thomas McDermott:
"Your 1951 Marketbook surpassed your excellent 1950 Marketbook."

MORSE INTERNATIONAL—Chet Slaybaugh:
"The Marketbook is indispensable in my end of the business."

COMPTON ADVERTISING—Frank Kemp:
"A most valuable tool. Convenient and time saving."

FOOTE, CONE & BELDING—Lillian Selb:
"The new BROADCASTING Marketbook is not a gold mine, it's pure uranium, and the Spot Rate Finder is terrific."

LEVER BROS.—Stanley Pulver:
"A masterfully-designed one volume reference source for blueprinting network spot and television campaigns quickly and intelligently; the greatest possible help when it is necessary to—'get this out fast.' "

S S C & B—Frank Mineham:
"We find BROADCASTING's Marketbook very helpful when we need data on radio markets."

HARRY COHEN ADV.—Mary Dunlavey:
"The BROADCASTING Marketbook is one of our important timebuying yardsticks."

B.B.D.&O.—Frank Silvernail:
"It's the timebuyers' Encyclopedia. He has all the market answers from Andalusia to Zanesville."

BIOW COMPANY—Terrence Clyne:
"We find the BROADCASTING Marketbook invaluable for buying Bulova's radio and television time."

BENTON & BOWLES—Mary McKenna:
"It's a very useful tool and has a convenient assemblage of data."

What YOU should say?

DEADLINE: JULY 10 FOR 1952 MARKETBOOK

"Sure, reserve my space today and put my ad near my own listings."

BROADCASTING TELECASTING MARKETBOOK

Pinning it down!

Your sales message is pin-pointed in Youngstown when you use WBBW — the new ABC affiliate.

WBBW serves a half million listeners in Ohio's third richest market. Here's pin-point selling heard in the homes of prospective buyers — not on a distant hillside.

WBBW serves you best in Youngstown with its . . .

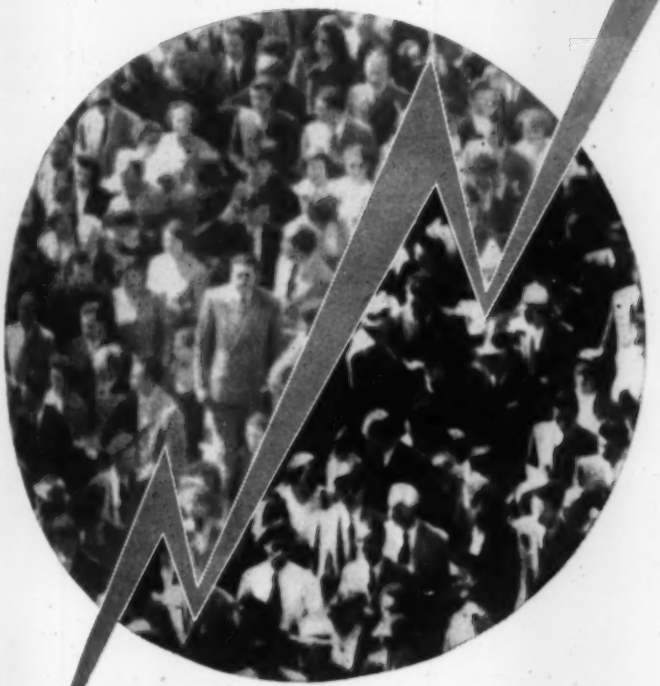
CONCENTRATED COVERAGE AND NO WASTE CIRCULATION

ABC

WBBW

REP. FORJOE & CO. INC.

Special to Time Buyers: Don't let Summer Static cut your radio audience



Include FM and get complete coverage all summer long

In many places in the country, your toughest competition is static. The folks you're trying to sell simply can't hear your commercial . . . because "radio climate" garbles the AM signal and shatters it with static. That's why more and more advertisers are insisting on FM, too—and getting their message across with all the sell and sense left in.

REMEMBER, this summer—

Far More people will listen to **FM** stations to avoid summer static

Far More people will listen to **FM** for baseball broadcasts

Far More people will listen to local news and events broadcast only on **FM**

So, in making your time schedules, don't overlook **FM**

Reg. U.S. Pat. Off. R2147

ZENITH

•LONG DISTANCE• RADIO and TELEVISION

THE ROYALTY OF RADIO AND TELEVISION

ZENITH RADIO CORPORATION, *Chicago 39, Illinois*

AM, FM CAMPAIGN

Opened by NARTB-RTMA

FOURTH of the series of joint radio promotion campaigns conducted by NARTB and Radio-Television Mfrs. Assn., based on distributor-dealer-station cooperation, opens today (Monday) in New York State (New York City excluded).

Emphasis will be spread over both AM and FM in the New York campaign, first in which AM has been included. Past campaigns, confined to FM, were conducted in North Carolina, Wisconsin and District of Columbia.

Several hundred dealers and salesmen attended a meeting held Wednesday in Syracuse, according to John H. Smith Jr., NARTB FM director who is coordinating the campaigns. Clinics have been held in Buffalo, Utica and other areas preparatory to opening of the drive.

State broadcaster chairman of the New York promotion is H. S. Brown, of Rural Radio Network. Robert Child of RRN is vice chairman. The campaign will run to June 19. In areas where FM offers special programming service, the emphasis will be placed on that medium. In other areas, the campaign will carry a "Radio Month" theme, although FM will be stressed in set-selling material.

Belmont Radio Corp. joined other set manufacturers in the New York promotion on behalf of its new Raytheon FM set.

WWJ

•

NBC AFFILIATE IN DETROIT

•

Owned and Operated by THE DETROIT NEWS

•

National Representative THE GEORGE P. HOLLINGBERY COMPANY

ATTENDING 30th anniversary celebration of WCAO Baltimore [B•T, May 12] are (l to r) Earl H. Gammons, CBS Washington vice president; Joseph Katz, president, Joseph Katz Co.; L. Waters Milbourne, president, WCAO-AM-FM; Ed De Gray, CBS station relations, and Sen. John M. Butler (R-Md.).

AM SPEEDUP

Objections to FCC Plan Received

FIRST objections to the FCC's proposal to set up two processing lines for AM applications—to give priority to those providing first service in communities not now receiving signals [B•T, May 12, April 28, 21]—were filed at deadline for comments last week. Deadline for responses to comments is May 22.

Those opposing the Commission's plan objected on the ground that giving precedence to applications for non-AM cities is discriminating against applicants on file for lengthy periods.

That is the position of Consulting Engineer A. Earl Cullum Jr. of Dallas, Tex. He suggests that the AM processing line could be speeded up by making public the Commission's processing forms, tabulations of limitations and other data so that consulting engineers could submit the required information with the applications. This would enable the FCC's staff to check the data submitted rather than to prepare it in detail.

Mr. Cullum calls attention to the average five applications per month, advancement of the present AM processing line. At the same time, he says, an average of 10 applications per month have been submitted. Average time new applications have been on file is thus about 12 months, he points out.

Unfairness to those applicants whose applications have been on file for many months is cited by Mr. Cullum. He points to the substantial sums of money expended by applicants due to the delays, claims it would work an undue hardship if their applications were placed even farther back on the processing line than at present.

Among other objectors are E. H. Pate, Twin Cities Adv., Kansas City; WBEL Beloit, Wis.; KSJV Sanger, Calif., and KDNT Denton, Tex.

WBEL declares that the rights of 170,500 people who would benefit by its improved service would be forfeited under the new rule. KSJV wants the new procedure to provide the same priority for daytime stations wanting to go fulltime as for new stations.

Mr. Pate is the potential purchaser of KPRS Olathe, Kan. KPRS is scheduled to be moved to Kansas City and is now off the air, awaiting FCC approval. He dissents from the plan on the ground that it makes no distinction between cities having primary service and those not so situated. He also claims the proposal makes no provision for hardship cases.

Patuxent Radio Inc., Lexington Park, Md., filed a counter to the recommendation of Bingham, Collins, Porter & Kistler that proposed Line I processing (for cities with no service) be arranged so that all applications for the same city be considered at the same time [B•T, May 12]. This would, the Washington law firm points out, ensure that action on a prior application would not put other applications for the same city in the slow-moving Line II.

The Maryland applicant claims that the suggestion to be fair would require that applicants for adjacent communities be considered at the same time as all those for one city. This might get out of hand and thus undercut the very purpose for which the FCC proposed its plan—to speed up processing, it claimed.

Strong support for the Commission's proposal—with the added recommendation that the priority for applicants for cities without AM stations be extended to hearings, initial decisions, oral arguments and final decisions—was filed by Delta Broadcasters Inc. Thibodaux, La.

Applicant for Thibodaux filed in April 1948, its comments point out. Hearings started in December 194[8] and were completed in February 1950 in conjunction with the application of KCIL Houma, La., [for] change from 1490 kc and 250 w to 630 kc and 1 kw, the same wavelength Delta applied for. Due to amendments and rehearings, the official date of the close of its hearing was March 1952. Thus, four years after it filed, Delta is still awaiting the hearing examiner's initial decision, it points out.

279 Day Interim

In a study made for Delta by its attorneys, Cohn & Marks, the average time between the close of a hearing and the issuance of an initial decision was found to be 279 days, and between initial decision and scheduled oral argument, 252 days—or 531 days between close of hearing and oral argument. Since it usually takes four to six months after oral argument for the Commission to come out with its final decision, the study concludes that it takes a minimum of two years between the end of the hearing and final decision.

SENATORS NETWORK

WWDC to Feed 12 Stations

FORMATION of a Washington Senators Baseball Network by 12 stations in four states has been announced.

All games are to be fed to the network by WWDC. Under the arrangement, network stations air all Washington Senator day games. Network stations in addition to WWDC include WINC and WRFL (FM) Winchester, WHAP Hopewell, WFVA Fredericksburg, WANT Richmond, WNNT Warsaw, WCHV Charlottesville, all Va.; WARK Hagerstown, WTBO Cumberland and WASL Annapolis, Md.; WEPM Martinsburg, W. Va., and WARD Johnstown, Pa.

Do You Want the Most Results at the Lowest Cost in Cincinnati?

→ See Centerspread This Issue ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY CINCINNATI

WRITERS' TALKS

Strike Held 'Unavoidable'

UNSUCCESSFUL negotiations between NBC, CBS and ABC radio networks and Federal Mediator J. R. Mandelbaum have convinced the Radio Writers Guild that a strike by news and continuity writers is "unavoidable," union spokesmen said last week.

Strike committee was scheduled to meet late last week, it was noted, with spokesmen adding, "We are not trying to find a means to avoid the strike . . . we're past that stage."

Vote of eastern members on strike assessments resulted in go-ahead by some 200 writers, with a similar report expected from the West Coast unit shortly. A picket committee has been set up with Murry Karmiller as chairman.

Guild last week was further irked at "partiality" shown by networks to some labor groups while writers' rights were side-stepped. Initially seeking contract on a national scale and night differential for newswriters, RWG dropped those demands in negotiations. Spokesmen said it was "interesting" that a 10% night differential had been offered engineers at CBS a week ago and that possibility of a national contract was to be discussed by all three networks with the Radio and Television Directors Guild.

Network refusal to discuss national contract for radio writers was cause, the union said, for loss of several shops in Chicago and Hollywood where NBC and ABC writers, disgruntled with lengthy RWG negotiations, shifted to National Assn. of Broadcast Engineers and Technicians. CBS writers in both cities, still RWG affiliates, have promised coordination of strikes in their cities with action in New York even though the union is not now striking for a national contract.

Newswriters for all three networks in New York seek a commercial pool in which extra pay resulting from sponsored newsprograms will be divided among writers on all news programs. Satisfactory formula has been worked out and is ready for presentation to the companies, guild spokesmen said.

Besides salary increases, continuity writers seek retention of the literary rights to their television material.

PULSE RATINGS

Mar.-Apr., Jan.-Feb. Radio

TOP 10 network radio programs, comparing March-April ratings to those of January - February, for evening, Monday-Friday daytime, and Saturday and Sunday daytime, respectively, for first seven days of each month, were reported last week by Pulse Inc., as follows:

Evening

	Program Average Rating Mar. Apr.	Jan. Feb.
Jack Benny (CBS)	11.3	11.8
Lux Radio Theatre (CBS)	9.8	9.9
Bergen-McCarthy (CBS)	9.4	9.7
Amos 'n' Andy (CBS)	8.9	8.9
Bob Hope (NBC)	7.6	7.6
Fibber McGee & Molly (NBC)	7.4	7.3
You Bet Your Life (NBC)	7.4	7.6
Bob Hawk (CBS)	7.3	
Bing Crosby (CBS)	7.2	
Dragnet (NBC)	7.1	7.5
Godfrey's Talent Scouts (CBS)	7.1	7.5

Monday-Friday Daytime

	Program Average Rating Mar. Apr.	Jan. Feb.
Arthur Godfrey (CBS)	9.3	9.3
Ma Perkins (CBS)	7.9	7.7
Big Sister (CBS)	7.8	7.6
Helen Trent (CBS)	7.8	7.9
Our Gal Sunday (CBS)	7.7	7.8
Wendy Warren (CBS)	7.5	7.6
Aunt Jenny (CBS)	7.4	7.5
Grand Slam (CBS)	7.2	7.3
The Guiding Light (CBS)	7.2	7.1
Young Dr. Malone (CBS)	7.2	7.1

Saturday & Sunday Daytime

	Program Average Rating Mar. Apr.	Jan. Feb.
Grand Central Station (CBS)	5.4	5.3
Theatre of Today (CBS)	5.2	5.5
Stars Over Hollywood (CBS)	5.1	5.2
The Shadow (MBS)	5.0	5.2
True Detective Mysteries (MBS)	4.9	5.1
City Hospital (CBS)	4.8	4.9
Give & Take (CBS)	4.4	4.6
Martin Kane (NBC)	4.3	4.4
Let's Pretend (CBS)	4.2	4.5
Hollywood Star Playhouse (NBC)	3.9	

Weighted program average ratings for 19 regular Pulse radio markets.

May Appointed

DR. MARK A. MAY, Yale U., has been appointed chairman of the State Dept.'s U. S. Advisory Commission on Information, succeeding Erwin D. Canham, *Christian Science Monitor*, who continues as a commission member. Dr. May has been a member since the commission was set up and also heads its Film Advisory Committee.

MEDIA COMPETITION

Papers Face Big Fight

NEWSPAPERS face "tougher competition" from other advertising media this year than they've ever confronted before, director Harold S. Barnes of the American Newspaper Publishers Assn.'s bureau of advertising declared last week in the bureau's annual report. But he expressed the view that they can stay on top.

He said preliminary estimates placed total newspaper advertising revenue in 1951 at $2,226,000,000, or one-third of the total for all media, and that final official figures showed national advertisers invested $513 million in newspaper space during the past year. It was, he said, the third straight year in which newspapers surpassed all other media.

from the nation's top radio and television buying markets

serves its stations, agencies and advertisers

NEW YORK
CHICAGO
ATLANTA
SAN FRANCISCO
DALLAS

DOES THE JOB Alone
WOW
OMAHA
NBC
590
5000 WATTS
MEREDITH STATION
Room 280
Insurance Building
JOHN BLAIR & CO., Representatives

'OVER 45' DAYTIMER

KPOL Takes Air in July

KEYING programming to the "above 45 years of age" bracket, KPOL Los Angeles, 5 kw daytime station on 1540 kc, expects to start operating in late July, according to Hugh R. Murchison, president of Coast Radio Broadcasting Co., owner.

With a 38-acre site atop 790 ft.-high Ascot Hill having been cleared, construction has started on the transmitter-studio building at 5000 Carter Drive to house operations. Gates transmitter equipment and a 204-ft. non-directional vertical radiator built by Modesto (Calif.) Welding & Tank Works have been delivered. Completed structure with equipment will represent an investment of more than $100,000.

Tower Crash

SAVAGE 125 mile-an-hour wind which caused extensive damage in the Piedmont section of the Carolinas, destroyed WMRC Greenville's FM tower last week. Tower, which overlooks the city from the top of Paris Mountain, just missed the apartment of George Tate, chief engineer at the station, when it crashed to the ground. Shortly before the storm, FM operations for WMRC had been moved to the AM tower. Air operation was not affected by the storm.

FIRST big radio test for Maytag Sales Co. emerges in negotiations for A. Henderson show on WTAM Cleveland. L to r: Jesse Fitch, Maytag owner; Roger Albright, asst. acct. exec.; Mr. Henderson; Ted Sliwa, WTAM, and Herbert Dawson, Maytag adv. mgr.

FIFTH annual pact for three daily news shows on WBBC Flint, Mich., is inked by Hamady Bros. Food Markets. L to r: W. Eldon Garner, WBBC gen. mgr.; Robert Hamady, firm's sec.-treas.; Ralph Brockaway, Hamady adv. mgr.

ABOUT $20,000 of business goes to *Wake Up Hawaii* on Inter-island Network of MBS with Theo. H. Davies & Co. buying 1,340 announcements. Signing is Harold D. Weidig of Davies. Fin Hollinger, network mgr., looks on.

FIRST direct radio use is assured for Ballou, Johnson & Nichols Co., appliance distributor, with purchase of *I Was a Communist for the FBI* on WEAN Providence, R. I. Signing contract (second from r) is Albert M. Nichols, firm pres. Attending are (l to r) Warren Pearce, gen. mgr. of BJ&N; Noel C. Breault, WEAN sls. mgr.; Mr. Nichols; Mowry Lowe, WEAN gen. mgr.

NIGHTLY hour-long record show, *Request Granted*, was bought on WOL Washington by Phillip's Television, Radio and Appliance Stores. Signing (seated) are Phil and Mike Filderman, pres. and v.p., Phillips; (l to r, standing): Ed Charles, WOL sls. rep.; Milt Grant, disc jockey, and Al I. Miller, partner, Cohen & Miller Adv., Washington.

SOUTHWEST VIRGINIA'S Pioneer RADIO STATION

What Station, please?

*HOOPER RADIO AUDIENCE INDEX, Dec. 1951-Jan. 1952
SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA

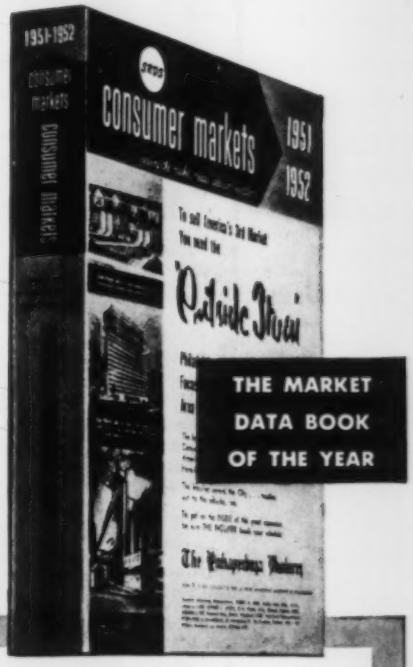
TIME	RADIO SETS IN USE	WDBJ	B	C	Other
Monday thru Friday 8:00 AM - 12:00 Noon	23.3	59.0	27.6	13.1	0.3
Monday thru Friday 12:00 Noon - 6:00 PM	21.5	69.2	19.5	11.1	0.2
Monday thru Friday 6:00 PM - 8:00 PM	35.3	71.9	10.5	17.0	0.6
Sunday thru Saturday 8:00 PM - 10:00 PM	38.2	64.0	14.1	18.6	3.4

*C. E. HOOPER, Inc.

Get the entire story from FREE & PETERS

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES WORLD CORPORATION
FREE & PETERS INC. National Representatives

how "consumer markets" can help you sell more national advertising



1952-1953 edition, to be issued in September, closes July 1st, 1952.

this is the place your prospects look when they want facts about your market.

The facts about your market are in CONSUMER MARKETS. Every day, all year 'round, they help busy men make important market and media decisions—

Advertising managers with campaigns to make out, or revise.

Account executives drafting original proposals . . . or defending recommendations.

Research directors making comparative market studies.

Media directors with lists to plan and prepare.

Sales managers with market development plans to work out.

The data in CONSUMER MARKETS tell *what* your market is. Population. Retail sales. Income.

To connect these facts with your station, you can take space next to your market data to talk coverage . . . to show *how* your station serves the trading area, *why* it does a job in its market.

CONSUMER MARKETS users call these advertisements Service-Ads, when they *serve* the ultimate aim of the users —which is to pick the stations that best cover the people who can buy their products.

Your *market* story is already in CONSUMER MARKETS. Isn't that the natural place for your *coverage* story, too? More than 450 station managers and publishers placed Service-Ads in the 1951-52 edition.

Here's how advertisers USE it.

Owner of Advertising Agency Service: "We always start with CONSUMER MARKETS; and most of our work is analyzing markets and organizing marketing plans which, to us, means detailing management of sales, sales promotion and distribution."

Research Manager: "A great deal of information packed into one place, ready to use, and a good map right there to go with it."

Assistant Director of Research: "We are constantly developing new yardsticks of measuring sales and performance and advertising performance. CONSUMER MARKETS helps in what we call market diagnosis."

Agency Vice President: "A magnificent collection of data to gladden the heart of any researcher interested in gathering market facts. Your data and maps most helpful."

Assistant Research Director: "We tend to go first to the data book that has the more comprehensive data, and we find that CONSUMER MARKETS does, in fact, supply the most complete data."

an important fact — CONSUMER MARKETS is used almost continuously by men seeking market information . . . but it is *never* used without an underlying purpose—*the purpose of finding the best way to reach the right people in the markets selected.*

Your Service-Ad can serve the CONSUMER MARKETS user by helping him see how your audience represents the people he wants in your locality. This is truly point-of-purchase advertising.

SRDS

consumer markets

The comprehensive single source of authoritative market data

PUBLISHED BY STANDARD RATE & DATA SERVICE, INC.
WALTER E. BOTTHOF, PUBLISHER
1740 Ridge Avenue, Evanston, Illinois
New York · Chicago · Los Angeles

NPA LIST READIED

Covers Radio-TV Building

INKLING on how radio-TV broadcasters will fare on materials for new construction and alteration projects after July 1 may be forthcoming next week.

The National Production Authority is preparing a list of grants based on new applications for scarce metals since its six-months' compilation last month. At that time, it was indicated that some broadcasters already in the midst of building would receive quotas for the third quarter, while bids for others were still pending [B•T, April 21].

Meanwhile, the government has announced it will partly thaw the freeze on entertainment - amusement construction after July 1 and further relax restrictions on commercial building. Radio-TV broadcasting falls within the industrial category.

In announcing these actions, Henry H. Fowler, NPA administrator who June 1 also assumes the reins of the Defense Production Administration [B•T, May 12], stated relaxations were in order "because the needs of the defense construction program will be substantially reduced during the last half of the year." Easing of controls is "subject to change," however, NPA emphasized.

At the same time NPA issued allocation quotas for $337 million worth of commercial, religious, entertainment and municipal projects, with materials to be delivered in third or subsequent quarters. The grants cover applications processed by NPA's Construction Controls Division and thus no radio-TV projects were included.

The forthcoming industrial list is expected to show grants for new broadcast projects as well as actions taken on applications still pending, with building requests covering past or future quarters.

As of mid-April, applications were still pending in the Industrial Expansion Division for the following radio-TV broadcasters:

NBC New York and Hollywood, three radio-TV studios projects, $67,000, $85,000, $90,000.

WHUM Reading, Pa., experimental TV station applicant, $125,000.

WJBK - TV Detroit, television studios, $299,504.

In addition, applications were pending for Lycoming TV Co., Southern Radio - TV Co., and Havens-Martin—community TV antenna system firms.

WERE-FM Ups Power

WERE-FM Cleveland claims it became the city's most powerful FM station May 9 when it boosted power to 20 kw. The station's FM tower is 630 ft. above average terrain.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)
Regular Week April 6-12, 1952

NIELSEN RATING*

Current Rank	Program	Current Rating Homes %
	EVENING, ONCE-A-WEEK (Average For All Programs)	(6.3)
1	Jack Benny (CBS)	14.3
2	Lux Radio Theatre (CBS)	14.1
3	Charlie McCarthy Show (CBS)	11.9
4	Amos 'n' Andy (CBS)	11.6
5	You Bet Your Life (NBC)	10.7
6	Arthur Godfrey's Scouts (CBS)	9.8
7	Dragnet (NBC)	9.6
8	People Are Funny (CBS)	9.3
9	Our Miss Brooks (CBS)	9.3
10	Fibber McGee & Molly (NBC)	9.1
	EVENING, MULTI-WEEKLY (Average For All Programs	(3.9)
1	One Man's Family (NBC)	6.3
2	Lone Ranger (ABC)	6.2
3	News of the World (NBC)	6.1
	WEEKDAY (Average For All Programs)	(4.5)
1	Arthur Godfrey (Liggett & Myers) (CBS)	7.9
2	Romance of Helen Trent (CBS)	7.4
3	Wendy Warren & the News (CBS)	7.4
4	Our Gal, Sunday (CBS)	7.2
5	Pepper Young's Family (NBC)	7.0
6	Perry Mason (CBS)	6.8
7	Big Sister (CBS)	6.8
8	Ma Perkins (CBS)	6.8
9	Guiding Light (CBS)	6.7
10	Aunt Jenny (CBS)	6.6
	DAY, SUNDAY (Average For All Programs)	(2.6)
1	Shadow, The (MBS)	5.5
2	Hollywood Star Playhouse (NBC)	4.5
3	Martin Kane, Private Eye (NBC)	3.9
	DAY, SATURDAY (Average For All Programs)	(3.5)
1	Theatre of Today (CBS)	6.5
2	Grand Central Station (CBS)	4.9
3	Give & Take (CBS)	4.8

(*) Homes reached during all or any part of the programs, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1952 by A. C. Nielsen Co.

JDA Chairmen Named

ASSOCIATE chairmen in the Joint Defense Appeal's national $5 million campaign to combat bigotry and safeguard human rights, conducted on behalf of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith, according to Franklin Bruck, JDA chairman and president of the Franklin Bruck Adv. Corp., are: Frank Commanday of Commanday-Roth; Samuel Dalsimer of Cecil & Presbrey; Henry Jaffe of the Jaffe & Jaffe, law firm, and Sol Leon of William Morris Agency. All firms are in New York.

CAMPBELL RENEWS

Signs CBS, NBC Programs

CBS Radio's Network Sales Vice President John J. Karol last week cited Campbell Soup Co.'s renewal of the three-a-week *Club 15* on CBS Radio, part of the sponsor's [illegible] expansion in broadcast advertising [B•T, May 12], as new evidence of advertiser acceptance of radio as a "top" sales medium.

Pointing out Campbell's move came in the wake of the Procter & Gamble renewal of the three quarter-hour segments from 6:45 to 7:30 p.m. Monday-through-Friday on CBS Radio for 52 weeks, also starting next fall [B•T, April 7], Mr. Karol said:

"These two significant renewals by major national advertisers offer continuing proof that sponsors still consider radio the top selling medium—the medium that guarantees top circulation at the lowest cost-per-thousand."

The *Club 15* musical series has been sponsored by Campbell on CBS Radio since June 30, 1947, it was pointed out, and is heard Monday, Wednesday and Friday 7:30-7:45 p.m.

Other Plans

Campbell also announced it is renewing the half-hour *Double or Nothing* on NBC Radio five days weekly (10:30-11 a.m.), continuing the half-hour *Aldrich Family* weekly on NBC-TV (Fri., 9:30-10 p.m.), and will add three half-hours of daytime television weekly through sponsorship of a TV version of *Double or Nothing* on CBS-TV (2-2:30 p.m., three days a week).

Campbell said renewals of *Club 15* and *Double or Nothing* in radio are "evidence of our conviction that radio continues as a potent and profitable purchase"—that radio "certainly reaches many markets and many homes we cannot touch on television."

Decision to move into daytime TV, the spokesman said, was made because Campbell is "impressed" with the growth and development of TV as a daytime medium.

Ward Wheelock Co., Philadelphia, is agency for Campbell.

NATIONAL ADVERTISERS GO LOCAL WITH WINS!

When national advertisers want to get their selling message right down where consumers live and buy in the metropolitan New York market, they use *local* radio.

That means WINS to a blue list which includes:

- Anacin
- Ballantine
- Bayer Aspirin
- Bell-Ans
- Bromo-Seltzer
- Carolina Rice
- Crosley TV & Radio
- Fry's Candy Bar
- Kirkman's Soap
- Ladies' Home Journal
- Manischewitz Wine
- Metropolitan Life Ins. Co.
- Pepto-Mangan
- Phillips Milk of Magnesia
- Rem
- TWA
- 20th Century-Fox
- Union Pacific

You can reach this market economically while it's listening, relaxed. Just buy . . . 1010 WINS . . . it *sells!*

1010 WINS 50,000 watts Day and Night . . . New York

CROSLEY BROADCASTING CORPORATION

Do You Want the Most Results at the Lowest Cost in Cincinnati?

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY CINCINNATI

SEATTLE AWARDS

Ad Citations Presented

SEATTLE Advertising and Sales Club fifth annual awards for radio and television advertising were presented May 9 at an ad club banquet.

Awards, made on the basis of selling merchandise or promoting communtiy service, were as follows:

Radio Awards

Best commercial announcement copy: First prize—KRSC Seattle ("Value Week") on behalf of several food accounts. Honorable mention — Alaska Steamship Co. and the agency, Frederick E. Baker & Assoc.

Best commercial program: First prize —Columbia Brewery ("Heidelberg Harmonaires") and its agency, How J. Ryan & Son. Honorable mention—Lang & Co. ("Gold Shield Coffee Cup") and Pacific National Adv.

Best announcement copy promoting public relations and/or community service: First prize—Junior Safety Patrol, Seattle Safety Council and KOMO Seattle, for series of transcriptions last September.

Best program or programs promoting public service and/or community service: First prize—Weyerhaeuser Timber Co. ("Youth Views the News") and the agency, MacWilkins, Cole & Weber. Honorable mention—Frederick & Nelson, Seattle department store for its daily "Concert Hour."

Television Awards

Commercial on film or slides, one minute or less: Bardahl Mfg. Co. and its agency, Wallace Mackay Co.

Commercial filmed program, five minutes or more: National Bank of Commerce and MacWilkins, Cole & Weber.

Commercial live program, five minutes or more: Peoples National Bank and Frederick E. Baker & Assoc.

Winner of the newly-created Roy S. Marshall Memorial Award for the most effective integrated advertising campaign was Fisher Flouring Mills Co. and the Pacific National Adv. Agency. Award was accepted by Earle G. Lawrence, sales manager, Fisher's packaged products division, and William H. Horsley, PNAA president.

Trevor Evans, awards committee chairman, said the Fisher campaign utilized six media. Radio received about 40% of the total budget.

Honorable mention for the integrated-campaign award went to Weyerhaeuser Timber Co. and MacWilkins, Cole & Weber.

Mayor William F. Devin observed that success in administering a city in the best interests of all the people is not possible without the kind of public understanding and support which advertising men know how to create.

IBA MEET SET

For Indianapolis May 23-24

INDIANA Broadcasters Assn. will meet at the Athletic Club in Indianapolis May 23-24 with guest speakers including Jim Luce, J. Walter Thompson Co., New York; FCC Comr. E. M. Webster and Joseph M. Kittner, assistant chief, Broadcast Bureau of the FCC.

A sales panel of Indiana broadcasters also will attend, according to President Dan Park, commercial manager of WIRE Indianapolis. The group will see the Indianapolis Speedway trials for the 500 mile race.

Strictly Business

(Continued from page 16)

vision sales boomed throughout the nation.

This success as an advertising manager came as a pleasant surprise to Mr. Henry. He still felt that he was basically an engineer.

Even as a boy, in his native Danville, Ill., he toyed with radio. In high school, he qualified as a "ham" operator and became thoroughly familiar with the inner workings of electronic equipment of that day.

His informal engineering helped him to obtain his first job—with the Dayfan Electric Co., radio manufacturer in the 1920's at Dayton, Ohio.

Subsequently, he joined the radio manufacturing division of General Motors. Later, he joined Crosley Radio and Stewart-Warner. Then he moved to the Belmont Radio Corp., a subsidiary of the Raytheon Manufacturing Co., as executive assistant to Mr. Dunn. In this capacity, he kept things moving through engineer to production.

Then came the telephone call which interrupted Mr. Henry's vacation.

Returns to Engineering

After the advertising department began functioning smoothly, Mr. Henry told company officials that he was ready to return to engineering. He was drafted as military contracts administrator, then later promoted to his present position of product manager for Belmont.

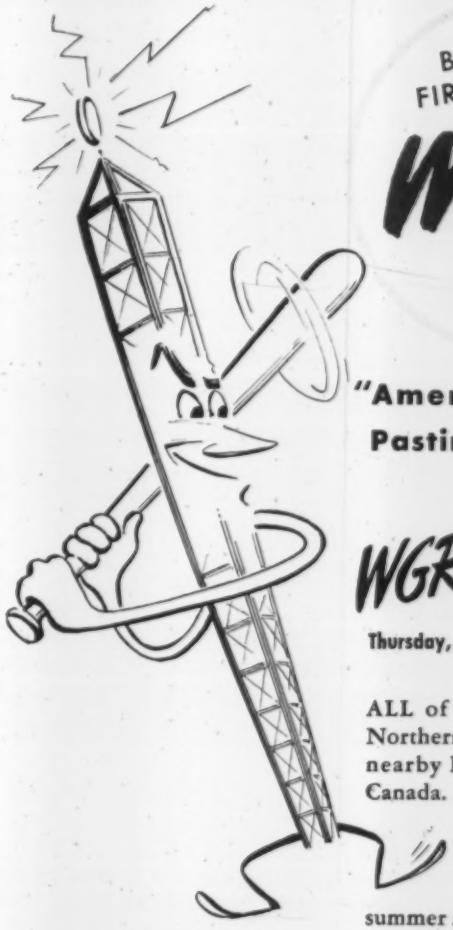
In his present capacity, Mr. Henry is in full charge of forward planning for all Raytheon television and radio products. His work includes the coordination of design, engineering and production to make all merchandise available to the Belmont sales department on schedule.

Mr. Henry is a past president of Hinsdale Countryside, the suburb where he lives with his wife, LaVelle, and three children, Jimmie, 14; Clifford, 10, and Lynne, 7.

Civic activities consume much of his leisure time. He is currently president of the district school board. Also, he likes to garden. And, as he expressed it, "Each year seems to bring a different hobby."

BAB Strength Up

BAB has shown an increase of 36 radio stations in the past month, for a total membership of 608 outlets, President William B. Ryan announced last week. Talking at a sales clinic in Omaha, he said the annual BAB budget now is $595,000, a rise of $32,000 during the past 30 days.



BUFFALO'S FIRST STATION

WGR

CBS NETWORK

"America's Favorite Pastime" in Buffalo is a

WGR Exclusive

Thursday, Friday, Saturday, Sunday

covering ALL of Western New York Northern Pennsylvania and the nearby Province of Ontario, Canada.

Availabilities Now for the "top" listening audience of the summer months ahead call Free & Peters, Inc.

Columbia Network

WGR 55

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

THE LATEST WCKY STORY

In the "Musical Mystery Melody" contest in Cincinnati, an advertiser (name on request) used four stations. Here are the results:

Station	Leads	Expenditure	Cost Per Lead
WCKY	**15,312**	**$6,459**	**0.42**
Sta. B	10,708	10,100	0.94
Sta. C	4,900	4,400	0.90
Sta. D	3,976	2,000	0.50

WCKY pulled 43½% of all mail received —almost as much as the other three stations combined.

WCKY cost per inquiry was almost one-half that of the average of the other three stations.

Here's proof that in Cincinnati,

WCKY

gives you the best results, and at the lowest cost per thousand.

Let's Face Facts!

To get results at lowest cost, you have to have:

- AUDIENCE *(Block Programs of News and Music Plus Personalities)*
- COVERAGE *(50,000 Watts—A Bonus Coverage)*
- LOW RATES *(As Low As Any In Cincinnati)*
- LISTENERS LOYALTY *(WCKY Listeners Buy Your Products)*

You Get Them All On W C K Y

Make your next campaign in Cincinnati a success—

Buy WCKY

Invest your ad dollars WCKY'sly

CALL COLLECT:

Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

FOUR HOURS A DAY • SEVEN DAYS A WEEK

editorial

Hooperuckus

JOHN BLAIR & Co. has done an important service to radio and its customers in conducting the study of how the coincidental interview technique has deflated radio sets-in-use figures, as reported elsewhere in this issue.

The study proves that for the past 3½ years the buyers of the coincidental service have been neglecting to investigate the fundamental nature of the thing they were buying. Apparently no one, before Blair, really wondered whether the questions upon which the coincidental service is based were the right questions.

Unless the Blair study is wrong, and it is difficult to see how such a thorough job could be, the questions that Hooper has been asking were wrong. How many shows were rejected, dropped or cancelled in those 3½ years because of deflated sets-in-use figures?

However definitive this piece of Blair research, it only goes to show how very much more of the same kind of diligent investigation is needed if the radio measurement muddle is to be straightened out. Here, it seems to us, is the chief value of the Blair study. By so thoroughly exploring and exploding one theory that had been accepted as gospel, it suggests that maybe other theories are equally incorrect.

Are other research services above question?

A part of the Blair study compared Hooper and Nielsen sets-in-use, finding that Hooper averages had fallen proportionately below Nielsen averages since the introduction of the combined radio-television question in the Hooper surveys. There is evidence that the true situation is even worse than the one turned up by Blair, for research experts have questioned whether Nielsen is adequately measuring listening to secondary radio sets.

Though the Nielsen figures are confidential, agency research men who know them say that the Nielsen sample of Audimeters attached to secondary sets is way below what it should be. If that is so, the probability exists that the Hooper deflation is more severe than shown by Blair because the Nielsen figures with which it is compared are also deflated.

We hope the example set by Blair will be followed by others and that intelligent reappraisal of radio research will be forthcoming, by independent effort or through the Advertising Research Foundation or, preferably, both.

Blue-Nosers Anonymous

THOUGH its author may not have intended it to take that direction, there is every indication that the Congressional investigation of "offensive" radio and television presentations may be turned into another prohibitionist campaign for alcoholic beverage advertising restrictions.

In the debate last week that preceded the House's adoption of the Gathings resolution, the most vehement advocates of the investigation were drys. One, Rep. Joseph R. Bryson (D-S. C.), was co-sponsor with the late Sen. Arthur Capper of a joint House-Senate bill to ban advertising of alcoholic beverages. That bill died, but Congressman Bryson lingers on. His remarks of last week are worth quoting:

> **Anyone who listens to the radio and witnesses the exhibitions on television cannot but be impressed with the fact that the untrained, unsuspecting youth of the land is being corrupted, wilfully and maliciously, by those who would break into the nursery rhymes and childhood stories which we ourselves in other days learned at the knees of our honored mothers, by the introduction not only of words of mouth, but by exhibitions of . . . beautiful ladies elegantly dressed, telling not only how interesting it is to drink intoxicating liquors, but teaching the youth how to pour that hellish fluid which has caused so much sickness and suffering and death . . . I propose to continue to cooperate . . . in delving into this important subject.**

These are the remarks of a dedicated man and it must gloomily be added that he has equally dedicated company.

As reported months ago in this journal, the prohibitionists have set out to get some kind of anti-alcohol legislation passed in the 82d Congress. Their first effort, the Johnson-Case bill to prohibit hard liquor advertising on radio and television, was killed in the Senate Interstate and Foreign Commerce Committee, but only by the cliff-hanger margin of one vote.

The House investigation authorized last week is intended to determine whether new legislation is needed in the radio-TV field. We shall be surprised if the dry lobby and its Congressional errand runners don't attempt laws that would not only ban liquor advertising on the air but also limit references to drinking.

If anyone thinks we're too alarmed about this, he is reminded that the Johnson-Case bill almost got through committee and undoubtedly would have if the anti-dry forces had not, at the last moment, got off their seats and put together a convincing argument against it.

The time to begin preparing arguments against the prohibitionists' campaign in the House radio-TV investigation is now. Last-minute efforts may not be as successful there as they were in the Senate.

We Vote O'Hara

FOR THE first time truly sensible legislation has been introduced to relieve the broadcaster of the be-damned-if-he-does and be-damned-if-he-doesn't dilemma now confronting him in programming political speeches.

The amendment to Sec. 315 of the Communications Act introduced a fortnight ago by Rep. Joseph H. O'Hara (R-Minn.) would give the broadcaster a power he does not now enjoy to censor from political speeches defamatory, obscene "or other material which may subject [the broadcaster] to any civil or criminal action in any local, state or federal court."

The superiority of this approach to that of Rep. Walt Horan (R-Wash.) is obvious. The Horan bill would continue the present absolute prohibition against censorship of political speeches by broadcasters, would expand the provisions of Sec. 315 to include not only qualified candidates but also spokesmen authorized to appear on their behalf and would immunize broadcasters against court actions ensuing from defamatory or obscene speeches.

The Horan bill, however well intentioned, is obtuse, awkward and, in the opinion of some able attorneys, unconstitutional. The argument against its constitutionality hinges on the question of whether a federal law can abrogate the rights of citizens to sue in protection of their reputations in local or state courts.

Unfortunately, the NARTB has endorsed the Horan bill as the best then available. On the advice of the NARTB, many broadcasters have written letters to their Congressmen in support of it. It could be said, and probably will be, that to switch support from the Horan bill to the O'Hara bill at this point would delay the legislative relief broadcasters are seeking.

Though delay may be entailed, we believe the wiser course is to throw the industry's support behind Rep. O'Hara's measure. It would be better to get his eminently practical amendment into the law, even though not until after the 1952 elections, than to push through the Horan bill, with its impractical and possibly unconstitutional elements.

our respects to:

ADNA HAROLD KARNS

IF VERSATILITY is a necessary quality for executive success, Adna Harold Karns is destined to become the J. P. Morgan of broadcasting.

In addition to being vice president and general manager of three radio stations, WING Dayton, WCOL Columbus and WIZE Springfield, all Ohio, Mr. Karns paints in oils, shoots golf in the low 80s, presides as vice president of the Ohio Assn. of Radio and Television Broadcasters, participates energetically in a variety of community affairs and civic clubs, and can claim experience in such random skills as ceramics manufacture and American Indian dancing.

One of the few (unavoidable) strikes against him, he believes, is his first name, purloined from a Methodist bishop who lived next door. He's a charter member of a club which was never organized, the My Name Is Adna (Dammit) Club. Since Feb. 25, 1913, when he was born in Dayton, he's only learned of five other men with the same first name.

The name has brought humor, as well as pathos, to his life. His wife, the former Florence Dykstra, used to sign her name as F. G. Dykstra when managing WING. When she, Adna and other company officials attended conventions, "Mr. F. G. Dykstra" was invariably co-registered by mistake with another while "Miss Edna Karns" had a single room.

He's operated in and around Dayton most of his life, with stops in and between New York and Montana. He joined WING in 1940 as announcer and six weeks later moved to WIZE as production manager. In less than a year he was promoted to program director and manager. In 1948 he was named general manager of WING and WIZE.

Last January, Mr. Karns became vice president and general manager of the two stations, plus the newly-acquired WCOL Columbus. He also is executive vice president of Transcription Sales Inc., which syndicates 360 quarter-hours of *Singing Sam* as well as the *Golden Gate Quartet* and Emil Cote's *Wing of Song*.

Mr. Karns sees radio progressing from adolescence into manhood at the prodding of television. TV, he says, "is bringing more honesty to radio." The initial problems of radio are to adopt an industry-wide standardized rating service and to base time rates solely on performance.

"We need a complete re-evaluation of the job radio can do. Radio can and always will fill a need and we should see that this need is very well defined," he contends.

To enable the audience for his three stations

(Continued on page 55)

NBC's MEN IN THE NEWS: *Chaplin*

"The average politician has to carry water on both heads..."

To his off-record comment, W. W. Chaplin might have added that a good newsman should be an ambidextrous phrenologist.

In his thirty years in news, Bill Chaplin has personally experienced enough history to fill considerably more than the three books he's written. He has covered: the Ethiopian war, the fall of France, the Russian resistance, the Invasion, the surrender at Rheims, the Bikini test. He traveled with Dewey in 1948 and has covered five Democratic and Republican Conventions.

Now, Chaplin is right in the middle of the biggest story of the year – the presidential campaign. So far he has reported the primaries from New Hampshire to Illinois. During the conventions, Bill Chaplin and over 100 other NBC men of news will be putting together the story of politics' greatest show.

Why is NBC's News Center supreme in radio and television? Chaplin is one good reason . . . Harkness, Henle, Utley, Fleming are others. NBC News Center's larger staff consistently broadcasts more hours of news, more special events on both radio and television than other networks. And day-to-day NBC news programs are highest rated in both radio and television. The fact is . . . most people hear the news first and hear more of it from NBC.

NBC *radio and television*
a service of Radio Corporation of America

front office

WALTER B. DAVISON, director of West Coast operations, Lang-Worth Feature Programs, named manager, NBC Radio Spot Sales, Hollywood. **WILLIAM DOTY EDOUARDE**, until now manager, NBC Radio and TV Spot Sales, will now devote attention exclusively to television.

ALBERT T. FISHER, sales promotion manager, WTRF-AM-FM Wheeling, W. Va., promoted to sales manager.

KENNETH M. COOPER, sales manager, WORC Worcester, Mass., elected vice president and named general manager.

Mr. Cooper

DOYLE SEELEY, program director, KRUL Corvallis, Ore., promoted to sales manager.

CHARLES R. KINNEY, formerly with WVKO Columbus and WTVN (TV) that city, to WIKK Erie, Pa., as general manager.

CHARLES H. PHILIPS Jr., former WNBT (TV) New York director of sales and assistant to general manager, to WNBK (TV) Cleveland, as director of sales.

CHUCK YOUNG, sales promotion manager, Illustrate Inc., Hollywood, to KTTV (TV) that city, as account executive.

ROBERT L. SWATS Jr., former Chicago office manager, Radio Adv. Co., to sales staff, NBC Chicago.

ALICE DAVIS joins sales staff, WNBW (TV) Washington, replacing **LOIS BOYD** who transfers to TV sales traffic.

WALT DENNIS, former radio-TV director for Allied Stores Corp., appointed commercial manager of WILS Lansing, Mich.

CHARLES F. JOHNSON joins WOOD-AM-TV Grand Rapids sales staff after release from Marine Corps.

Mr. Dennis

GERALD T. OWENS, national sales manager of Eversharp-Schick, shaving instrument division, named assistant to **ABE PLOUGH**, president of Plough Inc., Nashville, licensee of WMPS there.

BILL RHODES joins sales staff, KQV Pittsburgh.

HOWARD BRIGHT, program director, WSAL Logansport, Ind., to sales staff as account executive.

EDGAR L. BILL, former president of WMBD Peoria, Ill., and **MERLE V. WATSON**, former sales manager there, now affiliated in executive capacities with Insecticide Paint Co., Peoria.

JAMES C. HIRSCH, former senior account executive in charge of [illegible] development, WNBT(TV) New York, to WRC Washington as [illegible] manager.

JIM SMITH, account executive, WSAP Portsmouth, Va., to sales staff WCAV Norfolk.

Personals . . .

HOWARD L. CHERNOFF, general manager, KFMB-AM-TV San Diego, elected vice president of city's Better Business Bureau. . . . **VIN COLLIER**, sales representative and sports announcer, WERI Westerly, R. I., elected president of newly formed Junior Chamber of Commerce. . . . **JOHN F. PATT**, president, WGAR Cleveland, appointed to newly formed committee on freedom of information for northern Ohio. . . . **C. L. THOMAS**, general manager, KXOK St. Louis, becomes member of Rotary Club representing radio. . . . **CHARLES HAMILTON**, supervisor of sales programs and director of public service, KFI Los Angeles, named radio chairman for Los Angeles Chamber of Commerce locally sponsored World Trade Week, from May 18-25. . . .**CLYDE SPITZNER**, local commercial manager, WIP Philadelphia, elected president of Susquehanna U. Alumni Club of eastern Pennsylvania and Delaware. . . . **ART FAIRCLOTH**, salesman, WNBW (TV) Washington, father of girl, Anne Marie.

CHARLES H. CRUTCHFIELD, general manager, WBT and WBTV (TV) Charlotte, N. C., was principal speaker fortnight ago at final 1952 convention meeting of state's Junior Chamber of Commerce at Myrtle Beach. . . . **JAMES MURRAY**, manager, KQV Pittsburgh, named chairman of Camp Achievement fund raising campaign and radio-TV chairman of Salvation Army drive in that city. . . . **J. B. CONLEY**, manager, KEX Portland, Ore., presented award on behalf of station by Portland Service Club for KEX's work in field of children's programs. . . . **CARL HILL**, account executive, KBIG Avalon, Calif., headquartered in Long Beach, and Janet Macdonald were married May 3. . . .

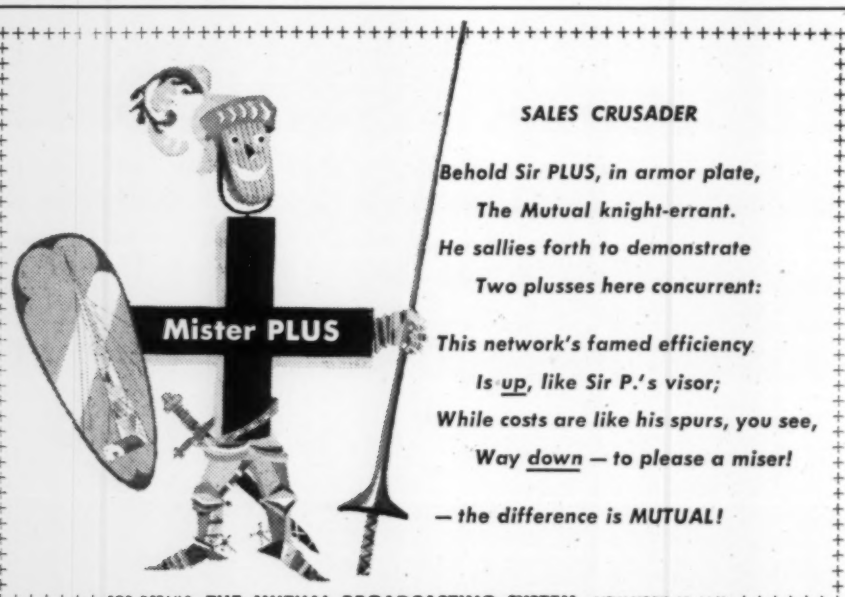
LESLIE C. JOHNSON, general manager, WHBF-AM-TV Rock Island, Ill., is chairman of citizens committee studying city manager form of government for Rock Island. . . . **JOHN L. SINN**, president, World Broadcasting System, N. Y., awarded plaque from Veterans of Foreign Wars for World's *Forward America*, one of six shows cited for public service. . . . **DON DAHLMAN**, WLWT (TV) Cincinnati salesman, father of girl, Patricia.

CANADIAN RATINGS

U. S. Shows Dominate Top 10

FOUR CANADIAN evening network programs again made the April list of the ten most popular programs, according to the national rating report of Elliott-Haynes Ltd., Toronto. *Charlie McCarthy* was first with rating of 30.9, followed by *Radio Theatre* 29.3, *Amos 'n' Andy* 27.5, *Our Miss Brooks* 26.2, *Ford Theatre* (Canadian) 20.5, *Great Gildersleeve* 19.8, *Treasure Trail* (Canadian) 19.1, *Wayne & Shuster* (Canadian) 18.3, *Your Host* (Canadian) 18.2 and *Suspense* 17.8.

Daytime five most popular network programs were *Big Sister* 18.2, *Ma Perkins* 17.6, *Happy Gang* (Canadian) 17.4, *Pepper Young's Family* 16.5, and *Road of Life* 15.9. Five most popular French-language evening shows were *Un Homme et Son Peche* 43.4, *Radio Carabin* 36.4, *Metropole* 30.5, *Jeux Double* 24.3, and *Theatre Ford* 23.9. Five most popular daytime shows were *Jeunesse Doree* 28.2, *Rue Principale* 27.8, *Francine Lourain* 26, *Les Joyeux Troubadours* 24.4 and *Je Vous Ai Tant Aime* 23.


Mister PLUS
SALES CRUSADER
Behold Sir PLUS, in armor plate,
The Mutual knight-errant.
He sallies forth to demonstrate
Two plusses here concurrent:
This network's famed efficiency
Is up, like Sir P.'s visor;
While costs are like his spurs, you see,
Way down — to please a miser!
— the difference is MUTUAL!
FOR DETAILS: THE MUTUAL BROADCASTING SYSTEM • NEW YORK 18, N.Y.

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA

In RETAIL SALES

GREENVILLE $167,610,000

Columbia 146,483,000

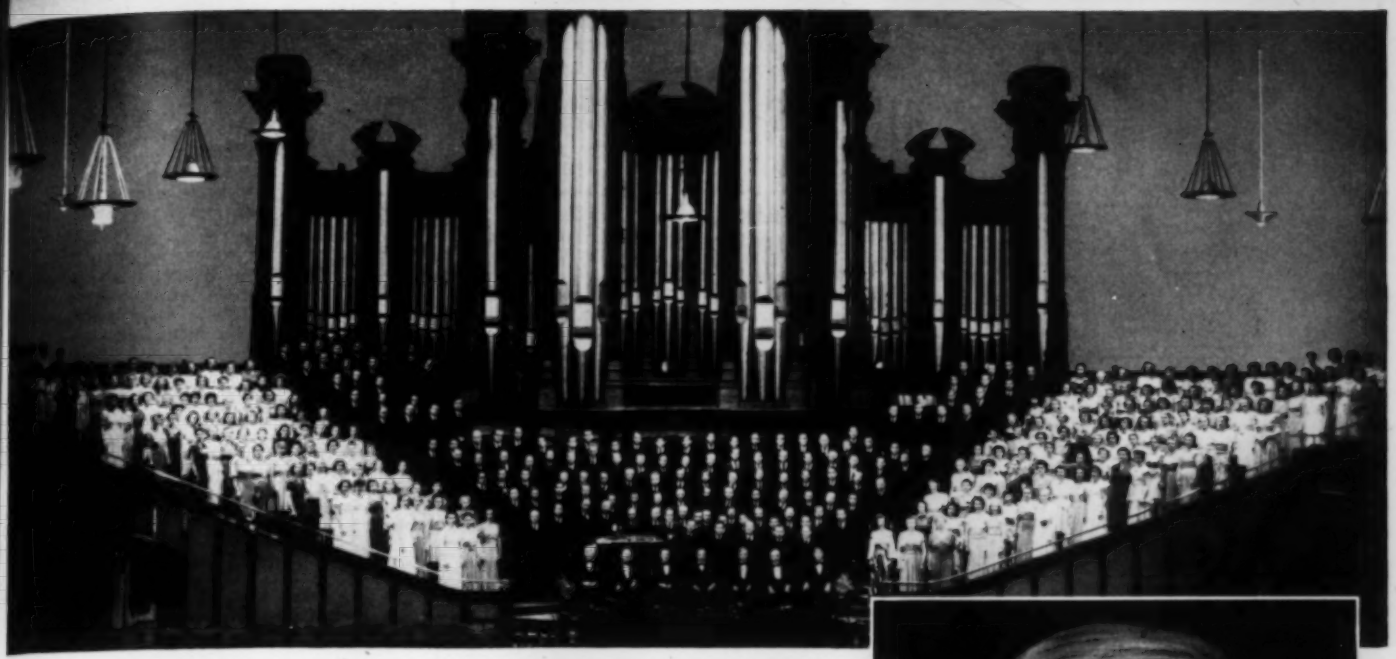
Charleston 135,000,000

Sales Management 1952

MAKE IT YOURS WITH WFBC 5000 WATTS

NBC affiliate for the Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel



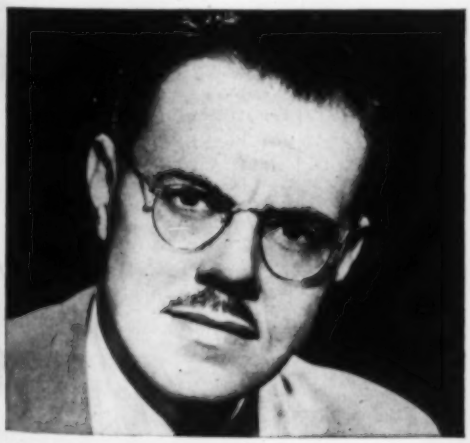
Famed Tabernacle Choir takes to tape

for rebroadcasts over KSL-Salt Lake City

Because of the immense popularity of the weekly Tabernacle Choir broadcasts, Station KSL has inaugurated a recorded Sunday evening rebroadcast for local listeners. The Choir's performances are now captured on "Scotch" Sound Recording Tape in all their brilliance and power, from the soaring notes of solo voices to the rumbling basses of the magnificent Tabernacle organ.

"Scotch" Sound Recording Tape was selected for this exacting recording job on the basis of many points of superiority: Lower noise level than any other tape • Greater output sensitivity than any other tape • Better reel-to-reel uniformity than any other tape • Erases cleaner than any other tape • No curling or cupping—always lies flat on head • Lubricated for longer tape life.

J. SPENCER CORNWALL is the distinguished conductor of the Tabernacle Choir. Working with Dr. Frank W. Asper and Alexander Schreiner, the Choir organists, he has brought the Choir to a level of tonal grandeur seldom equaled by choral groups.



RICHARD L. EVANS has acted as commentator on Choir broadcasts since shortly after their inception in 1929, helps set the impressive tone of the programs.

3M COMPANY

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by **Minnesota Mining & Mfg. Co., St. Paul 6, Minn.** — also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 270 Park Avenue, New York 17, N. Y. In Canada: London, Ont., Can.

CBS STAFF SPLIT

Divides Labor, Personnel

CREATION of separate labor and personnel relations departments for CBS and three of its operating units was announced last week by CBS Vice President Lawrence W. Lowman, who ascribed the move to the pressure of general company expansion.

William C. Fitts Jr., an assistant general attorney for CBS Inc., was named director of labor relations for CBS Inc., CBS-TV, CBS Radio and CBS Labs.

Robert E. Kalaidjian continues as director of personnel relations for these units but will concentrate mainly on administration of overall company personnel practices and policies, at the same time continuing to participate in formulation of labor policies.

Both of the new departments will report to Mr. Lowman. Heretofore, a single labor and personnel relations department has served the four units.

Mr. Fitts' Responsibilities

Mr. Fitts, who will be responsible for union negotiations, grievances and contract interpretations, has been with CBS for the past 20 months, handling all labor law problems. He formerly was associated with the law firm of Fly, Fitts & Shuebruk for five years, and, before that, was a member of Cates, Smith, Long & Fitts, and also had served as a general counsel for the Tennessee Valley Authority.

Mr. Kalaidjian joined CBS in November 1939, as a member of the research department, after a brief association with Newell-Emmett Co. He served in the Navy from September 1941 to January 1946, when he returned to CBS as assistant employment manager. He was named employment manager in July 1946, and director of personnel relations in July 1950.

air-casters

JAMES DUFFY named promotion manager at ABC Chicago replacing **DEAN LINGER**, who has resigned to join KNX Los Angeles in same capacity.

JAMES J. ANDERSON, former political science and marketing professor at Cornell U., to Crosley Broadcasting Corp., Cincinnati, as research director replacing **DONALD L. MILLER** who resigns to join Burke Marketing Research Inc., Cincinnati.

Mr. Anderson

Mr. Miller

FRENCH FERGUSON, assistant art director, WOAI-TV San Antonio, appointed floor manager succeeeding **LEO TRUMBLE** who has resigned. **XAVIER VASQUEZ** joins station as assistant art director.

RUTH LYONS, hostess of WLWT (TV) Cincinnati's *50 Club*, presented citation by **JOHN LESTER**, syndicated radio-TV critic, as "television's most refreshing new personality."

ALLEN R. COOPER, director of market and media planning, Hewitt, Ogilvy, Benson & Mather, N. Y., to NBC there as rate specialist.

CARLTON E. MORSE, creator-producer-author, NBC radio-TV *One Man's Family*, with program stars, **J. ANTHONY SMYTHE, BERNICE BERWIN** and **PAGE GILMAN**, cited by National Volunteers of America for "focusing attention on wholesome American family life and maintaining highest standards."

BRUD WARREN, program director, WERI Westerly, R. I., elected second vice president, city's Junior Chamber of Commerce.

DONALD A. BERG appointed program director at KRUL Corvallis, Ore.

IRA G. McCORMACK Jr., announcer, WSAL Logansport, Ind., promoted to program director. **SUE BURRIS**, station's women's director, named traffic manager.

OWEN SIMON, continuity director, KQV Pittsburgh, appointed publicity director.

BRUCE MAYER, emcee of *Ladies Day*, WJBK-TV Detroit, received achievement award from League of Catholic Women for efforts to promote their activities.

NORMAN HOPPS, assistant in advertising-promotion department, KNBH (TV) Hollywood, named floor manager.

GLENN ELLIOTT, WPEO Peoria, Ill., to WANE Fort Wayne, Ind., as program director.

CHARLES HUTAFF, associate director of films, radio and television, Fuller & Smith & Ross, Cleveland, to WTAM and WNBK (TV) that city, as advertising, merchandising and sales promotion director. **CLEMENT G. SCERBACK**, advertising and promotion manager for WTAM, transfers to WNBK in same capacity. **ALBERT M. HENDERSON** will handle press and publicity for both stations and **EUGENE R. MYERS** promoted to merchandising manager for both outlets.

WILLARD SCOTT and **ED WALKER**, radio-TV students, American U., Washington, D. C., to WOL there for summer disc show, *Going AWOL*.

FREDDIE BARTHOLOMEW, associate director, WPIX (TV) New York, promoted to director.

JUDITH WALLER, director of public affairs and education at NBC Chicago, vacationing in California.

DON WILSON, announcer, CBS Radio *Jack Benny Show*, assigned role in 20th Century-Fox feature film, Niagara.

FRANK SCHIROS joins KPIX (TV) San Francisco as promotion manager replacing **KAY MULVIHILL** who has resigned.

AL HELLENTHAL, show manager KNXT (TV) Hollywood, to address Wilshire Kiwanis club, today (Monday) in Los Angeles, on "Television Production," subject of his new book soon to be published.

WALLY O'HARA, WEEI Boston announcer, to deliver commencement address at Bishop-Lee School of Radio and Theatre May 29.

DON JOHN ROSS, morning man and conductor of *Friendly Philosopher* show, WJTN-AM-FM Jamestown, N. Y., appointed speech instructor for American Banking Assn.

CAROL COOK, traffic department, KMPC Hollywood, to KBIG Avalon, Calif. as record librarian. **LARRY BERRILL**, disc m.c., WIND Chicago. **CARL BAILEY**, disc m.c., KIEV Glendale, Calif., **GENE McGEHEE**, production staff, CBS-TV Hollywood and **JOHN HARADON**, announcer, KWJJ Portland, join KBIG as staff announcers.

JOHN PALUMBO, purchasing agent, CBS Hollywood, father of girl, Nancy Ann, May 6.

ROS TWOHEY, Millie Flagle on NBC-TV's *Hawkins Falls*, mother of boy, Mark, April 28.

JACKIE DORN, production assistant at NBC-TV Chicago, and Boris Yakovleff, commercial motion picture producer, were married April 26.

JOHN GAUNT, director, NBC-TV *Red Skelton Show*, father of girl, Francia Carmen, May 12.

HAL STARK, announcer, WBBM Chicago, and **JOAN BARTLING**, actress, were married May 5.

WILLIAM SMALL, continuity writer, WLS Chicago, father of girl, Tamar, May 7.

WALTER BROWN, vocalist, WLW and WLWT (TV) Cincinnati's *Midwestern Hayride*, father of girl, Christine Ann.

News . . .

JOHN BOSMAN, chief newscaster, WINS New York, named station's news director.

RICHARD W. JOHN, newscaster-public service director, KTSA San Antonio, Tex., to news staff, WKY Oklahoma City.

ROGER KRUPP, former network announcer-newscaster, to WDGY Minneapolis-St. Paul, as news editor.

GREGORY JENSEN to KSTP-AM-FM-TV Minneapolis-St. Paul, as newswriter.

GENE STARN, newsman, WKBN Youngstown, Ohio, promoted to news editor.

SOLUTION

Detective PLUS, the master sleuth,
Has pockets full of clues.
He also has a sponsor-booth
Equipped for you to use!

More mystery shows, and better ones,
We broadcast all week through.
The cost is light, response weighs tons —
These finger-prints fit you!

— the difference is MUTUAL!

FOR DETAILS: **THE MUTUAL BROADCASTING SYSTEM** • NEW YORK 18, N.Y.

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY
EVERETT McKINNEY, INC

Our Respects To

(Continued from page 50)

to listen effortlessly but still keep up with the world, Mr. Karns has launched an intensive news and music block program schedule on WING, with plans for news feeds and roundups among all three outlets. He has six men covering local news on the Dayton staff alone.

Mr. Karns attended Antioch College, a cooperative school in Yellow Springs, Ohio, where students work and study alternately. In his first two years he worked in fields unrelated to his majors, English literature and dramatics.

During his third year, however, he served as student assistant in the art and aesthetic division, conducting laboratory sessions in art, ceramics and American Indian dancing.

Primarily interested in drama, he received permission from school officials to omit the regulation fifth year and enroll at the Yale Drama School, which normally did not accept students without a degree. He later received his B.A. from Antioch.

Putting classroom and personal theorizing to the test, Adna Karns donned espadrilles and tee shirt after graduation at age 17 to open the Yellow Springs Summer Theatre. He made money every year during the seven years he labored as producer, director and business manager in the old town opera house. His success was occasioned by, in addition to high-quality plays, a liberal public relations policy which insisted on a clean theatre, courteous ushers and weekly visits (with free tickets) for nearby residents who could have been highly vocal in their complaints about the noisy sound effects.

He skipped intermittently to New York, where one season he produced experimental plays at the Provincetown Playhouse in the Village. His group of 18, including a cook, folded up their collective tent after a frigid Christmas Day when the boiler broke down and they had to burn orange crates picked up in the streets.

Mr. Karns also spent a year teaching drama, English and radio at the U. of Montana. His "missionary work" the first day centered on 39 students in elementary acting, only three of whom had ever seen a stage play. He's still a part of faculty history, as his class requirements for the beginning thespians were so rugged that 24 of the 39 dropped before the second session.

Mr. Karns took up painting a year ago as a challenge to his wife, who has a master's degree in fine arts and has painted professionally for several years. When she was away one evening, he started dabbling in her paints and had finished a picture, a circus abstract, by the time she returned. His paintings are impressionistic or abstract, complementing Mrs. Karns' more realistic approach.

Mrs. Karns, who retired from radio after their marriage in 1948, does a lot of portraits and is also a sculptor. They also share an enthusiasm for golf.

Both are interested in many community affairs. Mr. Karns, a member of the taxation committee of the Ohio Assn. of Radio & Television Broadcasters, on May 1 was elected vice president of OARTB. Also, he is a member of the Dayton Sales Executives, the Advertising and the Agonis Clubs, and a member of the board of directors, Dayton Better Business Bureau.

Pittsburgh Club Elects

PITTSBURGH Radio & Television Club has elected Joe Jenkins of Ketchum, MacLeod & Grove as president. Other officers named: first vice president and program chairman, Harold Lund, general manager of WDTV (TV) Pittsburgh; second vice president, Bill Coffman of Cabbot & Coffman Inc. Adv.; third vice president, C. A. Wingerson of Danforth Co.; secretary, Mary Lou Tardio, of Cavanaugh-Morris Co.; treasurer, Bill Kelley of WDTV (TV); directors, Don Ioset, vice president, manager, and commercial and program manager, WPIT; Jake Hoffman, Bell Telephone Co.; T. J. MacWilliams, Smith, Taylor & Jenkins; Ray Scott, Ketchum, MacLeod & Grove.

In Altoona it's **WVAM:**

First with top programming — *First* in the heart of a rich Central Pennsylvania Market.

"Most Powerful—Most Popular"

first with the finest DAY AND NIGHT

Weed & Co. *representatives*

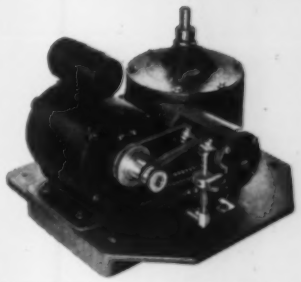
1000 WATTS WVAM CBS IN ALTOONA 1430 ON YOUR DIAL

NEW! Fairchild 3-Speed Turntable

It's the only one with a built-in synchronous drive for ALL 3 SPEEDS!

...and costs less than other professional turntables!

Operates quietly...no turntable vibration or rumble!



Geared belts and geared pulleys insure accurate timing for all 3 speeds.

It's a Fairchild exclusive! The new Model 530 Turntable has the *only* synchronous drive integrally designed and built for three speeds. No attachments, no kits are necessary. It reaches *stable speed*—less than ½ revolution at 33⅓ without overshooting. Offers *guaranteed accurate timing* within limits of AC line frequency. Turntable rumble and vibration are practically non-existent.

And . . . the new Fairchild Model 530 *costs less* than other quality turntables. Bulletin PB10 contains complete data on Fairchild's new, wide-range line of playback equipment. Write for your copy.

FAIRCHILD RECORDING EQUIPMENT CO.

154TH STREET & SEVENTH AVENUE, WHITESTONE, NEW YORK

FINAL TELEVISION ALLOCATIONS REPORT

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ERNEST LEWIS HALL, executive vice president, Pilot Radio Corp., to Emerson Radio & Phonograph Corp., N. Y., as assistant to President **BENJAMIN ABRAMS.**

C. V. BRADFORD, RCA Victor home instrument sales staff in New England territory, promoted to manager of company's East Central region with offices in Cleveland.

GEORGE G. SCOTT, assistant sales manager of Federal Telephone & Radio Corp., and **CHARLES E. BELL**, director of TV, WBTV (TV) Charlotte, N. C., to Television Transmitter Div., Allen B. DuMont Labs, as regional sales representatives. **WILLIAM C. COTHRON** joins firm as sales engineer.

HENRY MARKS appointed assistant general manager of Jerrold Electronics Corp., Phila.

NORMAN C. OWEN, sales manager of distributor division, Webster-Chicago Corp., Chicago, appointed company's general sales manager.

W. A. HILLHOUSE, TV director, Alexander Film Co., Colorado Springs, appointed sales promotion manager succeeded by **EARL D. AUSTIN**, formerly special TV representative.

JOHN Q. CANNON, assistant secretary of RCA, elected secretary of corporation [AT DEADLINE, May 12].

Mr. Cannon

ROME G. ARNOLD Jr., vice president, Industrial Surveys Co., Chicago, named national sales supervisor in company's New York headquarters.

CLIFF LANDIS SALES Co., Jackson Heights, N. Y., named sales representative for Cathode Ray Tube Div., Allen B. DuMont Labs in New York metropolitan area.

ILSE LOWELL, program director, WNBZ Saranac Lake, N. Y., to Buddy Basch Assoc., N. Y., public relations firm, as assistant to Mr. Basch.

NED E. WILLIAMS, editor of *Down Beat* magazine, to Jewell Radio & Television Productions as promotion director.

FOLEY & GORDON, N. Y., radio-TV producer and management firm, has changed name to George F. Foley Inc.

L. S. THOMASON, general manager of Retailers Television Film Service, N. Y., to Screen Gems Inc., that city, TV film producer and distributor, on sales staff in charge of commercial contacts for Screen Gems TV and for Screen Gems division of United Productions of America.

KENILWORTH H. MATHUS, formerly of *Printers' Ink*, to Alfred Politz Research Inc., N. Y., on three-month assignment to assist in preparation of reports and presentation to clients.

EMERSON LEE TAYLOR, Cleveland attorney, and **JIMMY LEEPER**, showman and TV personality, form Tay-Per Productions Inc., 50 W. Broad St., Columbus, to write and produce package TV shows and handle talent management.

JOSEPH J. KEARNEY appointed district manager of East Central region of RCA Victor headquartered in Cleveland. **A. K. MALLARD** and **TED MARTIN Jr.** promoted to district managers of Southwest and Northeast territories respectively. Mr. Mallard will be stationed in Dallas and Mr. Martin in Boston. New territory managers appointed by RCA include: **LESTER ANGEL**, St. Louis; **J. T. HOULIHAND**, Chicago; **R. K. JOSLIN**, Dallas; **W. LESSING**, Los Angeles, and **G. E. REILING**, Cincinnati.

JOHN H. GANZENHUBER, vice-president, Standard Electronics Corp., N. Y., named manager of government contracts department, Hoffman Labs., L A.

Mr. Ganzenhuber

SIDNEY GUBER, sales manager for Charles Michelson, radio package firm, to Sesac Inc., performance licensing organization, as station relations representative.

NEWARK ELECTRIC Co., Chicago, has moved to new headquarters at 223 W. Madison St.

Equipment . . .

ALLEN B. DuMONT Labs' Television Transmitter Div., Clifton, N. J., announces production of new 17" TV studio monitor featuring brighter, sharper picture reproduction. Video band width is 10 mc for accurate monitoring of high resolution signals without overshoot or smear.

CALIFONE Corp., Hollywood, announces new extended range line of Califone universal transcription players and sound systems with variable reluctance "triple play" cartridge and specially designed preamplifier. New models are 12MU-P2 and 12MUV-P2.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces new all band direct reading spectrum analyzer covering frequency range from 10 mc to 21,000 mc. Four tuning units control frequency range. Features include continuous uni-dial tuning over entire range with 5 kc resolution at all frequencies.

COLUMBIA RECORDS Inc., N. Y., has introduced three speed record-playing attachment priced at $12.75 and claimed to be first low-cost tri-speed player marketed by major manufacturer.

CAPEHART-FARNSWORTH Corp., Fort Wayne Inc., announces manufacture of TV console with 20" tube. Model, termed Potomac, is mahogany and has rectangular picture tube.

WITTE & BURDEN, Detroit, announce production of Model 308-B Diamond "Utiliscope" consisting of camera, small power unit and monitor of viewing unit for use in industrial television. Unit features clear pictures, continuous operation, simplicity of design, wide observation angle and simple control.

RADIO CITY PRODUCTS Co., N. Y., announces manufacture of midget-scope, Model 533M, featuring all controls on front panel below screen, cathode ray tube tilted at best angle for viewing, shielded C R T with protective bezel and graph screen and able to be used in either horizontal or vertical position.

Technical . . .

MARVIN YOUNG, WKIC Hazard, Ky., to engineering staff, WCSI Columbus, Ind.

THOMAS J. MAGUIRE to WNBW (TV) Washington's engineering staff for vacation relief duties.

JAMES KETTERINGTON joins engineering staff, WHBF Rock Island, Ill.

TED KUDELKO, sound effects man, WBBM Chicago, father of girl, May 4.

RAY OLSON, announcer-engineer, WSAL Logansport, Ind., father of girl, Linda Louise.

Pontiac Names Irving

CHARLES IRVING, producer-director of CBS-TV's *Search for Tomorrow*, has taken leave to serve as consultant to Pontiac Div. of General Motors in its 1953 promotion campaign. His association with Pontiac will be on an independent basis and has no connection with the company's advertising agency.

What Has TV Done to RADIO in Syracuse?

In spite of the fact that Syracuse is a two-TV-station city—even though 71% of the homes in the Syracuse area have TV sets—two separate surveys* show that radio is very much alive and kicking.

3.07 Hours a Day

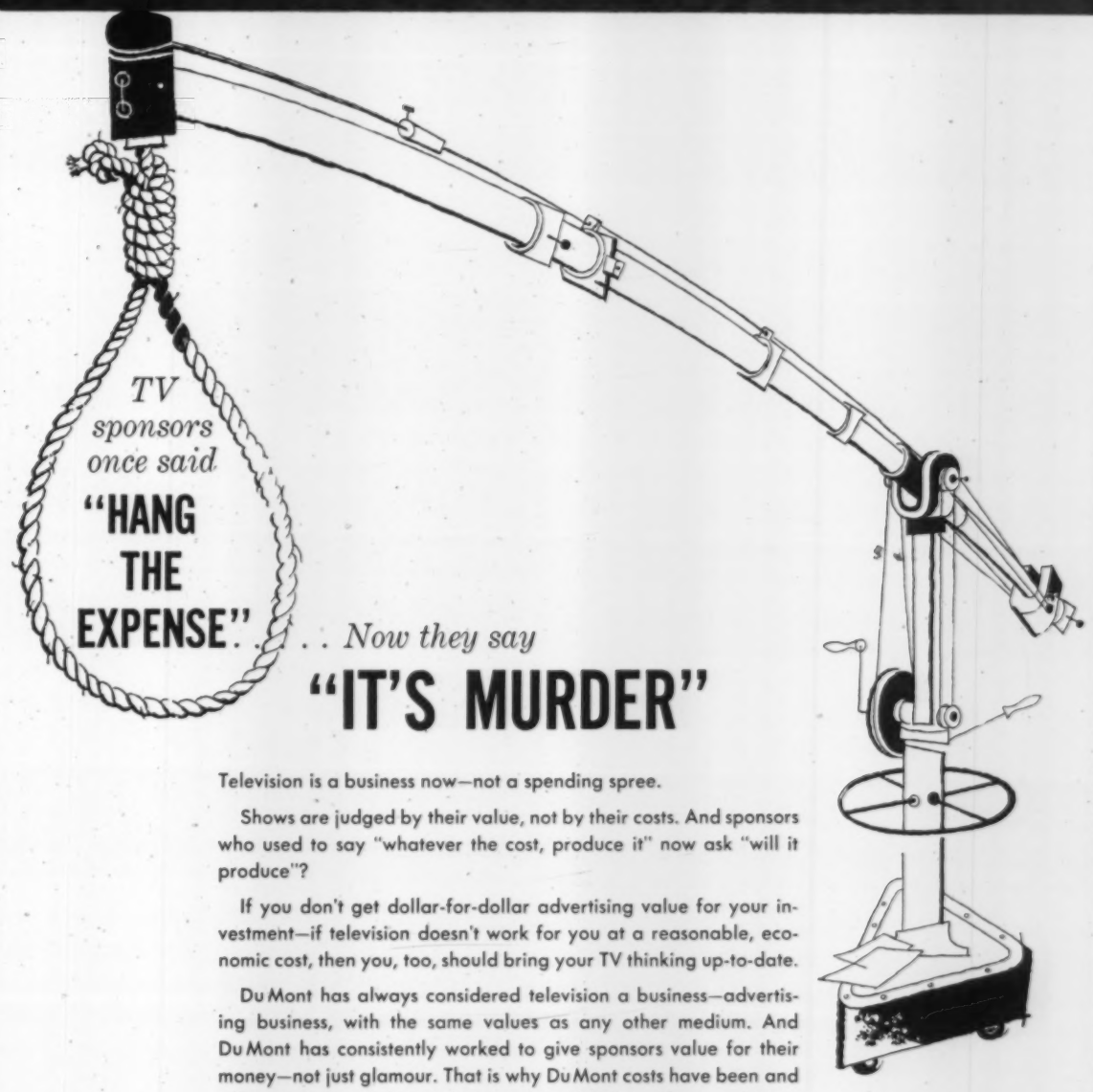
is the average daily radio-listening time in TV homes in Syracuse. These same homes watch TV an average of 4.52 hours a day. Non-TV homes listen to radio 4.4 hours a day. TV has not replaced radio in Syracuse—merely supplements it as a source of entertainment and information.

WSYR SYRACUSE
NBC Affiliate

*Write, wire, phone or Ask Headley-Reed for your FREE Copy of the Surveys

MAY 19, 1952

TELECASTING



. . . Now they say

"IT'S MURDER"

Television is a business now—not a spending spree.

Shows are judged by their value, not by their costs. And sponsors who used to say "whatever the cost, produce it" now ask "will it produce"?

If you don't get dollar-for-dollar advertising value for your investment—if television doesn't work for you at a reasonable, economic cost, then you, too, should bring your TV thinking up-to-date.

Du Mont has always considered television a business—advertising business, with the same values as any other medium. And Du Mont has consistently worked to give sponsors value for their money—not just glamour. That is why Du Mont costs have been and still are *always realistic, always reasonable*. It is why an advertising budget on the Du Mont Television Network *always produces results*.

If your TV advertising is murder to your budget, find out how Du Mont can stretch your dollars into the greatest value in television advertising today.

Dollars Do More On Du Mont

DU MONT

TELEVISION NETWORK

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in our 7th year

ISN'T IT "TIME FOR BEANY" IN YOUR MARKET

★★ TV's Top Puppet Adventure Serial ★★
12 minutes on film, 5 times weekly.

•

THE COST: Surprisingly low for an established nationally-tested program, four years on the air, viewed throughout the country from New York to Los Angeles. Surprisingly low for the winner of two "Emmy" awards for "Best Children's TV Show" and highest Hooperated multi-weekly TV show on the West Coast for the past several years.

Sponsors of "Time for Beany" enjoy exceptional bonus benefits from extensive program exploitation and more than 25 exciting ready-to-use merchandising tie-ups — Beany Explorers Club membership cards, whistles, rings, sundial watches, buttons, fan photos, dolls, puppets, masks, balloons, clocks, aquatic toys, tumblers, soap, bubble bath, hosiery, scarfs, handkerchiefs, crayon coloring books, comic books, wallpaper, cardboard cut-outs, large display figures, lamps, etc.

TV Stations: "Time for Beany" is also available to TV stations with privilege of resale to local advertisers.

Some very good markets still open.

For prices and audition prints
— write, wire, telephone . . .

Paramount Television Network

Paramount Television Productions, Inc.

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KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-6363

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

TELECASTING

MAY 19, 1952

FORD FOUNDATION

Will It Open Its Till to Educational TV?

By EDWIN H. JAMES

THE FORD Foundation, whose half billion dollar endowment is the biggest in the world, is seriously considering new and lavish grants which would help establish an educational television system and create a national commission to investigate broadcasting, the latter a device that would provide an escape hatch for a Senator who has trapped himself in an awkward political position.

Quite probably, the decision on whether to commit the foundation to this expensive program will be made at a New York meeting of the foundation's board of trustees July 15-16. In the meantime, educators and sympathetic politicians are doing everything possible to see that the trustees open the till.

Although no official information concerning these activities has been released by the foundation, whose policies run true to the traditional reticence of big philanthropies, the following developments may be reported with authority:

● Foundation officers are studying a proposal by Sen. William Benton (D-Conn.) to set up a national citizens commission for radio and television, with an initial appropriation of about $50,000. This commission, composed of prominent citizens in many fields, would study broadcasting with a view toward recommending improvements.

Sen. Benton, it may be recalled, is the author of a Senate bill to create a National Citizens Advisory Commission for Radio and Television. If a similar body were established privately by the Ford Foundation, there would be even less need for the Senator's government-sponsored commission than there is now. The Senator then could withdraw his bill from the pigeonhole where it has been mouldering, with the graceful excuse that the Ford Foundation's work had made his proposal unnecessary.

It is known Sen. Benton suggested the foundation take an interest in forming such a commission in a conversation early this year with H. Scott Fletcher, director of the Ford Foundation and president of the foundation's subsidiary, the Fund for Adult Education [CLOSED CIRCUIT, Feb. 4].

The Senator's words carry some weight with Mr. Fletcher, who is a former Benton employe. Before joining the foundation Mr. Fletcher was president of Encyclopedia Britannica Films, which Sen. Benton owns. As of last week, the proposal was reportedly under careful study at foundation headquarters in Pasadena, Calif.

● Foundation officers also are screening requests of an unknown but reportedly substantial number from educational interests who wish to occupy some of the TV channels reserved by the FCC for non-commercial, educational use.

These interests have only the will. What they are seeking desperately from the foundation is the way.

Last year, long before the thaw in which the FCC definitely reserved 242 educational channels, the Ford Foundation was reported by its consultant, James Webb Young, who is also senior consultant to J. Walter Thompson Co., not to be of a mind to finance construction of such stations.

There has been no statement of the foundation's policy on this question since then. Conceivably, the policy could change. It must be emphasized that Mr. Young's statement was issued well in advance of the thaw, when no final allocations had been made; hence the foundation could not have built educational stations if it had wanted to. Further, since that time educational pressure on the foundation has been mounting steadily.

Comr. Frieda B. Hennock, the educators' advocate, has been stumping education meetings ever since the thaw, urging a speed-up in plans to occupy the non-commercial facilities. A get-the-money-somewhere urgency is in the educational air these days, and a likely somewhere is the vast treasury of the Ford Foundation.

There is reason to assume Sen. Benton will not confine his suggestions to the foundation to the mere proposal of a national commission. It would be uncharacteristic of him not to seize whatever opportunity were afforded to advance others of his theories on broadcasting.

One such theory is that subscription television would provide an excellent means to elevate the general quality of broadcast service. Indeed, one of the major issues to which he hoped his own National Advisory Commission would ad-

(Continued on page 68)

GET TV GOING

Senators Tell FCC

AN AROUSED Senate Interstate and Foreign Commerce Committee last week urged FCC to speed its processing of TV station applications, a procedure slated to begin July 1.

The commerce group did this by action on two fronts:

(1) It formally called on the Senate Appropriations Committee to recommend a $600,000-plus increase in the FCC budget to be used specifically for the hiring of additional hearing teams. This figure may be raised to $700,000-plus, it was reported at the week's end.

(2) In effect asked Vice Chairman Rosel H. Hyde of FCC to act as an emissary to the Commission conveying the Senate committee's desire for swift processing.

Setting for these demands was the committee's hearing room where Comr. Hyde was questioned last Wednesday on his nomination for re-appointment to the Commission [B•T, May 12].

Shortly after the brief questioning ended, the committee unanimously approved President Truman's re-appointment of Comr. Hyde. He was confirmed by the Senate late Thursday.

Sen. Johnson (D-Col.) greets Comr. Hyde (c) as hearing on the Commissioner's re-appointment to the FCC gets underway. Sen. Capehart (R-Ind.) seconds greeting. Johnson Committee later approved the nomination.

Discussion on the TV application load was set off by the commerce committee's Chairman Ed C. Johnson (D-Col.). He asked how rapidly the Commission could expect to handle applications.

"You have a log jam," Sen. Johnson noted, "What do you expect to do about it?"

Comr. Hyde painted this picture:

(1) FCC expects to first make TV grants to the "larger cities" in areas where there is currently no television service.

(2) However, all applicants will be given equal opportunity since the cut-off date of July 1 assures a "period of protection for filing."

(3) FCC hopes to be able to appoint additional examiners for processing.

"Our greatest difficulty," Comr. Hyde said, will be in expediting those cases in which there are conflicts of interest. In time, he said, by working from the larger cities where conflicts are great to the "smaller markets" where "there are fewer conflicts of interest," FCC hopes to process applications at a faster pace.

He said the Commission expects a contest for each channel in every large market—that is, where there

(Continued on page 68)

NCAA BACKFIRE?

Researchers Catch Fumbles

NATIONAL Collegiate Athletic Assn. fumbled its football research project, designed to back up the monopoly blackout television policy enforced last fall, judging by the observations of two leading research specialists.

Published a week ago [B•T, May 12] by NCAA, the research study drew quick comments from Richard M. Allerton, NARTB research director, and Lt. Jerry Jordan, independent researcher who has made extensive studies of TV's relation to sports.

Said Mr. Allerton: "There is nothing in the NCAA report that definitely proves TV has a negative effect on attendance at college football games."

And Lt. Jordan—"The real facts in the NCAA research do not support the claim that television hurts college football attendance badly."

Having found that NCAA's stacks of tables fail to prove the point on which NCAA bases its football monopoly policy, Lt. Jordan caught NCAA in a bit of publicity legerdemain, to wit:

"The most important fact proved by the NCAA survey was omitted from the publicity release. This was the admission, in the research report, that colleges in TV areas 'reported only a moderate loss of 4% from their 1950 levels, compared to a more serious 10% decline for colleges with no TV competition.'"

Mr. Allerton dug up a statistical blunder that was declared to throw the whole National Opinion Research Center survey under a cloud of suspicion.

● NCAA's official report carries a table (18) which claims that 34% of TV owners are in the "lower economic level," with 9% of non-owners in that level.

● Then NCAA accompanies the table with this completely contradictory statement, "Nationwide, only 9% of the TV owners are found in the lowest economic level, compared with 34% of the non-owners."

Most studies show that TV owners are more numerous among the lower and middle income classes, Mr. Allerton pointed out in noting the NORC claims that TV owners are largely in upper and middle groups.

That's not the only major blunder, according to Mr. Allerton.

Table 19 on TV ownership by interest in college football, divides the adult public into three groups, as follows (percent of TV owners in each group):

Great interest in college football, 47%
Some interest in college football, 39%
No interest in college football, 24%

By a type of mathematics whose secret was not divulged, NCAA's figures add up to 110%, a research device that left Mr. Allerton thoroughly confused.

Mr. Allerton observed that NCAA's report "is contradictory in a number of ways, perhaps by the very nature of the mixture of variable interviews, inadequate samples and types of investigations made."

In his observations, Mr. Allerton chided NCAA for failure to use base data showing average attendance at football games in pre-television and television years. Dept. of Commerce figures, he continued, show college football game receipts were $91 million in 1947; $96 million in 1948; $106 million, an all-time record, in 1949, and $103 million in 1950.

Cites Lower Enrollment

"It might be pertinent," Mr. Allerton said, "to ask why in 1950, a year of unlimited college football game telecasting, admissions declined only $3 million from the all-time peak in 1949, and in 1949 at the peak point, with considerable telecasting of college games, there was an increase over 1948 of $10 million. Actually, the decline in admission figures in 1950 could well have been accounted for by the decreased enrollment in all colleges." He added that the "normal growth factor" in college football attendance prior to the war and after it should be shown.

This statement in the NCAA report caught Mr. Allerton's eye, "Over-all attendance, both in TV and non-TV areas, was down from 1950 largely as a result of declining student enrollment and the pinch of inflation."

He asked:

"Why is it concluded in the report: That limited television in the television areas caused a relatively less decline in television areas than the decline in non-television areas? Doesn't this mean that television in 1950 so stimulated interest in college football that attendance in 1951 in television areas went contrary to the trend in non-television areas?"

The sampling methods used in the survey fail to meet professional standards, judging by this comment in Mr. Allerton's analysis:

"Nowhere does there seem to have been undertaken a sampling procedure which would be a true cross-section of all the people, and certainly not, as set forth in the introduction, a true cross-section of those attending college football games; for example, 'arrangements with 16 colleges to distribute questionnaires to the stadium audience at a total of 37 games.'"

Mr. Allerton was completely bewildered by this observation in the report: "The personal characteristics of television owners closely resemble those of football viewers."

"What does this mean," he asked, "and how is this very general conclusion arrived at?"

As to the type of formula that would produce usable results, Mr. Allerton offered these suggestions:

"To arrive at the effect of television on college football attendance, studies should be made

(Continued on page 70)

DEMOS MEET

Map July Radio-TV Plans

MILLION and a half dollars may be spent on behalf of the Democratic ticket on radio and television time during the campaign period between the convention and election. This was reported Thursday in Chicago as members of the executive committee of the Democratic National Committee met for the first time at the international Amphitheatre to make plans for the convention starting July 21.

Committee Chairman Frank McKinney outlined plans for the convention, calling special attention at the closed-door session to the importance of television and radio. He pointed out the necessity of using television, especially, "to the utmost." In general discussion about the medium, mention was made of hall decorations and the need for delegates to be in their seats and meetings to start on time.

The appointment of J. Leonard Reinsch, managing director of the James M. Cox radio-TV properties as committee executive in charge of television also was announced by Mr. McKinney. (See separate story).

Ken Fry, radio and television director for the committee, presented a detailed convention and campaign promotion plan for the use of broadcast media, but details were not revealed. Shows will be produced for local and network spotting by the Joseph Katz Agency, New York and Baltimore which will handle all advertising for the campaign. Projects will include construction of shows for minority groups and for specialized groups such as women, labor and farmers.

Convention and campaign plans were discussed by some 20 members of the executive committee headed by Chairman McKinney which will meet two days before the convention in Chicago for a "dress rehearsal." Among those present was Mr. Reinsch, whose appointment was effective last Thursday.

Camera Assignments

Last Tuesday, representatives of broadcasting and affiliated film interests met with Republican and Democratic party men to lay plans for positioning television, newsreel and still cameras. Live TV cameras, TV newsreels and theatre newsreels will each be assigned four platform-bays on the floor of the Amphitheatre. Each will have an unobstructed view of the speaker's desk, platform and entire floor area.

The men also checked nine coaxial cables and more than 200 pairs of telephone and telegraph lines which are being installed permanently in the Amphitheatre and convention building. Those attending include Sig Mickelson and Tommy Thompson of CBS-TV New York; Dave Klein, NBC-TV New York; Bill Birch, NBC-TV Chicago; Ed Genock, Telenews, New York; Ted Church, CBS New York and Gil Kingsbury, WLW Cincinnati.

REINSCH NAMED

Will Direct TV For Democratic Committee

J. LEONARD REINSCH, managing director of the James M. Cox radio and television stations, has been named by Frank McKinney, chairman of the Democratic National Committee, as executive of the committee in charge of television during the Presidential campaign [CLOSED CIRCUIT, May 12].

The appointment was effective May 15. Mr. Reinsch has been granted leave of absence by Gov. Cox, and James M. Cox Jr., vice president of the Cox newspaper and radio-TV organization.

Mr. Reinsch

Serving without compensation, Mr. Reinsch will report directly to Chairman McKinney and will be in full charge of all television activities.

With extensive background and experience in political affairs, Mr. Reinsch served as director of broadcast activities of the Democratic party in the 1944 Presidential campaign. He was radio consultant to President Truman after he assumed office in 1945 and has been a party adviser since the 1944 campaign.

Commenting on the appointment, Chairman McKinney said, "The committee is fortunate indeed in getting Mr. Reinsch. He directs the operations of WSB and WSB-TV in Atlanta; WHIO and WHIO-TV in Dayton, Ohio, and WIOD Miami. He is vice chairman of the NARTB Television Code Review Board and a former member of the association's board. He is currently a director of Broadcast Music Inc. and is a recognized authority in radio and television station management and operations."

Mr. Reinsch entered radio in 1924 with WLS Chicago, working in all divisions of broadcast stations except engineering. Back in 1930-31, he appeared on experimental TV programs in Chicago. He joined the Cox organization in 1934 and became managing director of the radio properties in 1942 and put WSB-TV and WHIO-TV on the air. He holds many awards for broadcast service and industry achievements.

TWO TV BIDS

Four Amendments Filed

ONLY two new TV applications were submitted to the FCC last week—they were both for VHF stations — but there were four amended applications filed.

Filing for the first time is KXA Seattle, which is 20% owned by Wesley I. Dumm, president of KSFO and KPIX (TV) San Francisco. Other stockholders include Ray V. Hamilton, of Blackburn-Hamilton radio station brokerage house; Philip G. Lasky, general manager of KSFO and KPIX (TV); Robert B. Gaylord and Robert B. Gaylord Jr., partners in the law firm of Gaylord & Gaylord, San Francisco, and stockholders in KSFO and KPIX (TV), and Lincoln Miller, general manager of KXA. Group seeks Channel 7 and plans to build a 200 kw transmitter on Newcastle Hill, ten miles east of Seattle.

The other new application was from WGTC Greenville, N. C., which is applying for Channel 9. Transmitter and studios will be in the same building about four miles from Greenville. Construction cost for the 56 kw station is estimated at about $201,000.

Amended application came from WTAD-AM-FM Quincy, Ill., affiliated with Lee Newspapers Inc., which has substantial daily newspaper holdings through the Midwest and also owns KGLO-AM-FM Mason City, Iowa, and WKTY La Crosse, Wis. It asks for Channel 10 with 316 kw.

WPTF-AM-FM Raleigh, N. C., owned by the Durham Life Insurance Co., amended its earlier bid for a channel in the tobacco country. It requests Channel 5 with 100 kw and expects to spend $523,-000 on construction.

KMBC Amends Bid

Arthur B. Church's KMBC Kansas City, Mo., filed an amended application for Channel 9. Cost was given as $611,251. Mr. Church and his wife own about 72% of KMBC and its sister-station, KFRM Concordia.

The *Youngstown Vindicator*, which owns WFMJ - AM - FM Youngstown, Ohio, amended its application and asked for UHF Channel 33 with 185 kw and a 1,000 ft. antenna. The estimated cost is nearly a million dollars, with first year operating cost estimated at $31,000 more than the expected revenue.

KTSA San Antonio, Tex., owned by the *San Antonio Express* and *Evening News*, announced that it would file an amended application asking for Channel 12. Plans call for 1,000 ft. tower with 316 kw ERP.

WICC Bridgeport, Conn., reported last week that it plans to ask for UHF Channel 43. It will build a 500 ft. tower north of Bridgeport and will use a 10 kw transmitter.

WHEN (TV) Syracuse, N. Y., was authorized by the FCC last week to change its transmitter location from Court Street and Oswego Blvd. to Sentinel Heights, South of Syracuse. The station will re-build its present 537 ft. tower while using a temporary tower. The re-built tower will be 930 ft. above average terrain. The station has requested a power increase of 200 kw ERP at the new site. WHEN (TV) is owned by Meredith Pub. Co., Des Moines, publisher of *Better Homes & Gardens* and recent purchaser of WOW-AM-TV Omaha and KPHO-AM-TV Phoenix. Meredith also has TV applications for Albany and Rochester.

FIRST shipment of TV equipment believed to have arrived in that city is received for WROV Roanoke, as Frank E. Koehler (l), WROV general manager, checks out RCA equipment and Gorden Phillips (r), assistant manager, "handles with care." Applicant for Channel 7 for over a year, station expects more equipment this month.

television applications

Digest of Filed Those With FCC May 9 through May 15

(† Indicates pre-thaw application re-filed.)

Boxscore	VHF	UHF	Total
Applications filed since April 14	18	9	28

* One applicant did not specify channel number.

Listed by States

† **QUINCY, Ill.—Lee Bcstg Co.,** Ch. 10 (192-198 mc), ERP 316 kw visual; antenna height above average terrain 890 ft., above ground 804 ft. Estimated construction cost $305,949.48, first year operating cost $171,432, revenue $200,148. Studio location 510 Maine St., Quincy. Transmitter location 4½ miles N. E. of Quincy, 39° 58′ 22″ N. Lat., 91° 19′ 54″ W. Long. Studio equipment DuMont, transmitter DuMont, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page Consulting Engineers, Washington. Applicant is licensee of WTAD-AM-FM Quincy, 60% owned by Lee Radio Inc., which in turn is licensee of KGLO-AM-FM Mason City, Iowa. Lee Radio Inc. is owned by Lee Newspapers, which publishes *La Crosse* (Wis.) *Tribune & Leader Press*, affiliated with WKTY La Crosse. Lee Newspapers also publish *Davenport* (Iowa) *Times* and *Democrat & Leader, Ottumwa* (Iowa) *Courier, Muscatine* (Iowa) *Journal, Mason City Globe-Gazette, Madison* (Wis.) *State Journal, Hannibal* (Mo.) *Courier-Post, Kewanee* (Ill.) *Star-Courier* and *Lincoln* (Neb.) *Star*. Principals include President **Lee P. Loomis** and Vice President **Herbert R. Ohrt** (also executive vice president of KGLO-AM-FM).

† **YOUNGSTOWN, Ohio—The Vindicator Printing Co.,** UHF Ch. 33 (584-590 mc), ERP 185 kw visual; antenna height above average terrain 951 ft., above ground 1,000 ft. Estimated construction cost $971,943.81, first year operating cost $446,104.56, revenue $315,000. Studio and transmitter location Mabel Ave. between Gibson and Zedaker, 41° 04′ 46″ N. Lat., 80° 38′ 25″ W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer James C. McNary, Washington. Applicant owns WFMJ-AM-FM Youngstown and publishes *Youngstown Vindicator*. Principals include: President and Treasurer **William O. Brown** (1%), vice president, director and stockholder of WFMJ-AM-FM; Vice President **William F. Maag Jr.** (18%), president and general manager WFMJ-AM-FM, and Secretary **William J. Brown** (10%), national advertising manager Vindicator Printing Co., and secretary and director WFMJ-AM-FM.

† **KANSAS CITY, Mo. — Midland Bcstg. Co.,** Ch. 9 (186-192 mc), ERP 31 kw visual; antenna height above average terrain 499 ft., above ground 507 ft. Estimated construction cost $611,251.53, first year operating cost $743,198, revenue $990,000. Studio location West 222 Eleventh St., Kansas City. Transmitter location 1330 Baltimore Ave., 39° 05′ 51″ N. Lat., 94° 35′ 04″ W. Long. Studio equipment RCA, transmitter DuMont, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Applicant is licensee of KMBC Kansas City and KFRM Concordia. Principals include: President and Treasurer **Arthur B. Church** (38%), director for Midland Radio & Television Schools of Georgia Inc., president and director for Mutual Interests Inc. (investment corporation); **Cicely I. Church** (34%), wife of Mr. Church, and Vice President **George J. Higgins** (3%), managing director of KMBC and KFRM.

GREENVILLE, N. C. — Carolina Bcstg. System, Ch. 9 (186-192 mc), ERP 56 kw visual; antenna height above average terrain 538 ft., above ground 537 ft. Estimated construction cost $200,966, first year operating cost $100,000, revenue $150,000. Transmitter and studio location on North Side of U. S. Highway #264, about four miles S.W. of Greenville City Limits, 35° 34′ 17″ N. Lat., 77° 26′ 41″ W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Phillip Bergson, Washington. Consulting engineer Commercial Radio Equipment Co. Applicant is licensee of WGTC Greenville. Principals include: President **Earl McD. Westbrook** (24%), 12% owner of WCKB Dunn, N. C., and Chevrolet dealer; Vice President **John H. Adams** (6%), owner Adams Radio Repair Shop; Secretary **A. Hartwell Campbell** (7%), 12% owner of WCKB and 49% owner of A.A.A. Tower Co.; Treasurer **Mrs. Virginia J. Adams** (6%), interest in Chevrolet dealership; Director **Mrs. Mary E. Jones** (10%), farming interests; Director **Fred Jones** (6%), no other interests, and three other minority stockholders.

† **RALEIGH, N. C.—WPTF Radio Co.,** Ch. 5 (76-82 mc), ERP 100 kw visual; antenna height above average terrain 625 ft., above ground 537 ft. Estimated construction cost $523,000, first year operating cost $415,000, revenue $480,000. Studio location Insurance Bldg., Raleigh. Transmitter location ½ mile East of Cary, N. C., on U. S. Routes 1 and 70, 35° 47′ 38″ N. Lat., 78° 45′ 41″ W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer James C. McNary, Washington. Applicant is licensee of WPTF-AM-FM Raleigh. Principals include: President **S. B. Coley** (0.2%), president and director for Durham Life Insurance Co. and president of WPTF-AM-FM; Vice President **E. T. Burr** (0.2%), vice president Durham Life Insurance Co. and WPTF-AM-FM; Vice President **R. H. Mason** (0.2%), vice president and general manager of WPTF-AM-FM; Secretary-Treasurer **D. L. Cozart** (0.2%), secretary and director for Durham Life Insurance Co. and WPTF-AM-FM, and Director **Graham B. Poyner**, program director for WPTF-AM-FM. Durham Life Insurance Co. holds 99% of stock of WPTF Radio Co.

SEATTLE, Wash.—KXA Inc., Ch. 7 (174-180 mc), ERP 200 kw visual; antenna height above average terrain 1,422 ft., above ground 300 ft. Estimated construction cost $340,678.33, first year operating cost $510,000, revenue $590,000. Studio location 320 Third Ave. West, Seattle. Transmitter location Newcastle Hill, 10 miles East of Seattle, 47° 32′ 38″ N. Lat., 122° 06′ 24″ W. Long. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer A. E. Towne, Universal Research Labs.,

(Continued on page 70)

CRAVEN APPROVES
Gives Support To TV Plan

FIRST support for the FCC's TV allocations plan [B•T, April 14]—tempered somewhat by an expression of doubt regarding its economic bases—came last week from former FCC Commissioner T. A. M. Craven, now a Washington consulting engineer (Craven, Lohnes & Culver).

At the same time, the first concrete statement that the allocation plan would be taken to court was made by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey.

Mr. Segal said that WWSW Pittsburgh would appeal that city's assignments in an action to be filed before June 12 in the U. S. Court of Appeals in Philadelphia [B•T, April 28, 21].

Further opposition comments are expected from FCC Comr. Robert F. Jones when he addresses the Pittsburgh Advertising Club May 20, and a luncheon meeting of the Federal Communications Bar Assn. in Washington May 22.

Comr. Jones dissented in toto, and vigorously, from the Commission's Sixth Report and Order. He repeated his opposition to the final TV allocation plan in a slashing attack on the differences between VHF and UHF coverage as provided by the report before the Ohio Assn. of Broadcasters meeting in Columbus early this month [B•T, May 5].

Mr. Craven said, in a speech prepared for delivery to the Institute of Radio Engineers' Southwestern conference in Houston, Tex., Saturday, that the FCC approach in the allocations plan "makes sense, provided the policy objectives are practical and provided there is not too much inflexibility in making necessary changes in detail."

He termed Comr. Jones' approach flexible and containing "engineering common sense."

Basis of his talk was the unknown factors in UHF propagation which as in most allocation problems, he pointed out, makes engineers wish "that we could have had foresight equal to our hindsight."

". . . . I do not intend to imply that the Commission's plan of allocation is unsound from an engineering standpoint, assuming, of course, that their basic policy is correct. On the contrary, it represents, and has taken into consideration, the best engineering knowledge available today. At least it is a plan which we can use in an orderly fashion to commence operating television stations throughout the country."

The Commission's plan, however, "does not parallel the economics of the television broadcasting business," Mr. Craven admonished. "There is a dearth of frequencies in some markets which could support more stations than are provided for by the Commission, and an abundance of channels in markets which possibly might not support even one television station.

"Any inflexible plan of allocation of a limited number of television channels which affords an abundance of facilities to poor markets will prevent the establishment of the necessary number of stations in the better markets.

"Therefore, it is possible that, as experience is gained in the future, the Commission will recognize economic laws and, in so doing, they may resort to a reallocation, as was found necessary in Standard Broadcasting. Likewise, they may abandon their rigid rules, based solely on mileage separation, and employ more precise engineer... methods of determining service ... terference."

In reference to the oft-expres... hope that all TV be assigned ... continuous VHF band, Mr. Cra... pointed out that if TV was al... cated in the 54-402 mc band ... would result in only 58 channel... not sufficient for a nationwide ser... ice. Therefore, he said, UHF ... be made to work.

"I can assure you that a U... television channel will be an e... tremely valuable franchise in a... good market," he added.

What caused him pause, he e... plained, was the FCC's lack of re... sideration of sporadic E and ... layer reflections. He called ... "amazing," predicted trouble wi... there are many stations operati... co-channel with high powers.

Mr. Craven's speech was ... third public analysis on the T... final report by a member of th... radio-TV industry. In addition ... Comr. Jones' Ohio talk, attorn... Arthur W. Scharfeld, president ... the FCBA, enumerated some of t... possible causes for court actions ... a talk before the Georgia Radio-T... Institute at Athens, Ga., two wee... ago [B•T, May 12].

Cites Minute Difference

Essence of WWSW's court a... peal will be, it is understood, t... minute separation differential ... Channel 4 between the Commi... sion's 170 mile minimum and t... actual 169.39 miles between Pitt... burgh and the transmitter ... WLWC Columbus. It will accu... the Commission of "arbitrary an... capricious" action in failing to a... sign this additional VHF chann... because it would be 3,000 feet be... low the minimum.

It will also claim that the Com... mission avoided its responsibilities ... under the public interest and fai... and equitable distribution of facil... ties clauses of the Communicatio... Act in maintaining so rigidly th... separation formula.

Meanwhile, WHIS Bluefield, W... Va., asked the Commission to p... all of that state in Zone I—rath... than dividing it between Zone ... and II [CLOSED CIRCUIT, May 1... If that is done, VHF Channe... could be substituted for Chann... 6 in Beckley and Channel 6 co... be reassigned to Bluefield, the st... tion said.

WHIS asked that the Commi... sion's prohibition against an... changes in the allocations plan f... one year be waived in this in... stance.

WCBS-TV RATES
Increases Announced

A BOOST in the station rates of CBS-owned WCBS-TV New York, with the Class A hourly rate going from $3,750 to $4,000 and Class A announcements rising from $775 to $800, is being announced today (Monday) by General Sales Manager George R. Dunham.

Effective with the increase on June 1, a new volume discount of 45% also will be applicable, after other earned discounts, on schedules of 12 or more daytime announcements per week. This new discount is designed to encourage the use of greater frequency by daytime advertisers.

The new rate card, No. 11, will introduce a new time classification—Class D—covering broadcast periods before 10 a.m. and after midnight. Base hourly rate on Class D time will be $750.

Mr. Dunham said the new rates represent an increase of 6.7% for Class A time and 3.1% for Class A announcements, whereas set circulation in the New York area will have gone up 22.2% by June 1.

ZIV SHOWS
Business Increases Require Expansion of Operations

AN INCREASE in business has prompted realignments and expansion of operations for Ziv Television Programs, major film production-distribution firm, M. J. Rifkin, vice president in charge of sales, said last week in announcing six additions to his staff and expansion of a seventh post.

Albert Goustin, formerly with the Blair representation organization, has joined Ziv as Mr. Rifkin's assistant in the eastern division, while the duties of Michael M. Sillerman, eastern sales manager, have been increased to include the charge of sales for New York City.

Other additions to the sales staff are Charles Britt, named an account executive in the Memphis division; James Bonfils, formerly with KSD-TV St. Louis, appointed account executive in the Cleveland division; Leon Bernard, to assume the comparable position for upstate New York; Martin Katz, formerly with WOR-TV New York, assigned New York account executive and Vincent Van Buren, Bothwell Advertising Agency, named to specialize in television drug cooperative programs.

A package that new staff members will have a chance to handle, Mr. Rifkin said, is the latest series of *Fireside Theatre* programs, to be distributed locally by Ziv as *Your TV Theatre*.

Reviewing recent sales successes of Ziv TV properties, which include *The Cisco Kid*, *Boston Blackie*, *Story Theatre*, *Yesteday's Newsreel*, *Sports Album* and *Living Book*, Mr. Rifkin recalled that his company's *The Unexpected* was the first AM or TV program ever to be sponsored by the Liebmann Brewing Co., producers of Rheingold beer and reputedly the largest advertiser in the New York market.

The program was introduced in a midweek, late-evening time spot as a direct bid for the large audience viewing simultaneous coverage of fights on an opposing network. Previous occupant of the same time slot had drawn less than a 3.0 rating, he recalled. The first program of *The Unexpected* drew what, for others, was an unexpected 10.0 rating, Mr. Rifkin explained four weeks later the drama was topping the fights 17 to 14 and beating out by four points another popular drama series.

Narrated by film actor Herbert Marshall, *The Unexpected* produced equally good results in other markets, the Ziv sales manager continued, drawing a 55.0 rating on KING-TV Seattle where it competed with other highly rated programs and a 27.0 on KRON-TV San Francisco, a multi-station market.

Similar results have been demonstrated by other Ziv film packages, Mr. Rifkin said. *Boston Blackie*, produced only for television with Kent Taylor assigned to the leading role, averages a 32.1 rating in 20 markets, only six of which are single-station, he noted.

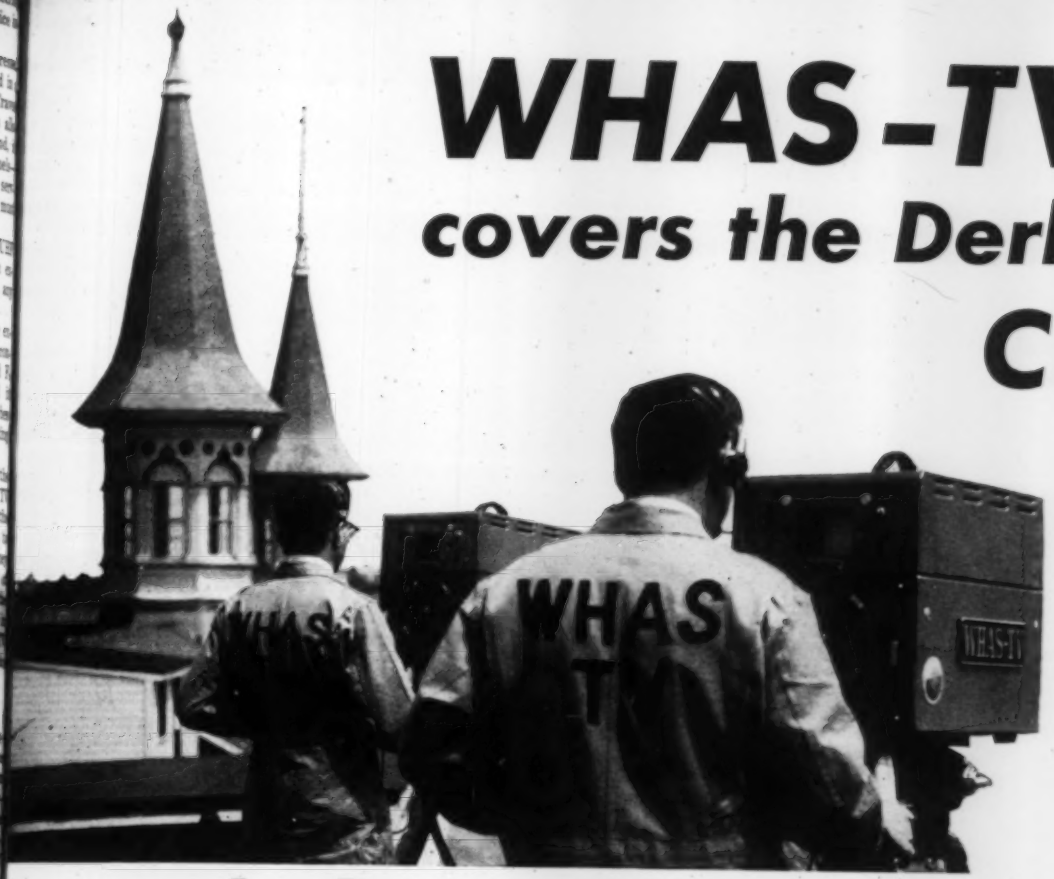
Coupling familiar Hollywood names with stories based on well-known works of fiction has proved as a successful element in the formula which has helped build Ziv successfully. An example is *The Cisco Kid*, which stars Duncan Renaldo in the title role with Leo Carillo as Pancho and other Hollywood actors filling supporting roles.

Story Theatre is another series utilizing such movie names as Jeanne Cagney, Eva Gabor, John Beal, Hurd Hatfield and Robert Alda in stories that have included Guy de Maupassant's *Diamond Necklace*, Henry James' *The Real Thing*, Mark Twain's *Celebrated Jumping Frog* and Charles Dickens' *Cricket on the Hearth*, it was noted.

Hollywood players also are fe... tured in *The Living Book*, a pi... torial history of the Bible whi... has been praised by church leade... throughout the country.

Yesterday's Newsreel, narra... by top network voices, is a revi... of men and events in the first ha... of this century, and *Televis... Sports Album* is a five-minute fi... program with Bill Slater as in... rator, reviewing sports highlig...

WHAS-TV covers the Derby for CBS...



and the nation Applauds!

New York Times
"the camera coverage was excellent and the set owner had a fine view of the entire event as well as the finish."

Variety
"in some respects . . better than . . afforded to in-person patrons. Technical details were handled locally by the WHAS-TV crew headed by Orrin Towner. Sandy Sanders, WHAS-TV camera director, used good judgment in making the camera switches."

Broadcasting-Telecasting
"Racing fans and those attracted by the glamor of the historical event were given 45 fascinating minutes of viewing, climaxed by the two-minute race."

Salt Lake City Tribune
"It came through better than I was able to see from the infield in the 1946 race."

New York Journal-American
"a TV show as lovely as the sunny day delivered to Wm. Corum."

Racing Form*
"This was the first TV Derby and it couldn't have been better. This was racing at its best. This was television at its best."

New York Daily News
"the cameras were expertly handled and seeing the event was so superior to hearing about it, that there simply could be no comparison."

* from those who know racing best

The same know-how makes WHAS-TV local shows tops in 7 out of 8 categories. (PULSE)

QUALITY OF PROGRAMMING MAKES THE DIFFERENCE

CBS
WHAS-TV
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco

ABC-UPT

Merger Hearing Seen Running Two or Three More Weeks

FAR from being in the home stretch, the ABC-United Paramount Theatres merger hearing appears to have 2-3 weeks to run as the FCC counsel announced last week that it wants to examine ten more witnesses.

The week before, FCC attorneys said they planned to call six theatre operators to testify [B•T, May 12]. Last week they added four more names to their list: Ralph Goldberg, Dave Edwards, Donald B. Leverette and Edwin Silverman.

According to the proposed schedule, the ten Commission witnesses would be on the stand through the last of May. And still to return for more examination are Dr. Allen B. DuMont, president, Allen B. DuMont Labs, and Barney Balaban, president, Paramount Pictures Inc.

The augmented list of FCC witnesses caused anguished reactions from attorneys representing Paramount Pictures and United Paramount Theatres, who were hoping that last week would see the end of the four-month hearing.

After a lengthy off-the-record discussion, FCC Hearing Examiner Leo Resnick suggested that FCC counsel and attorneys for UPT get together in "their leisure hours" to reduce the length of the list.

But, big as it was, FCC attorneys indicated that their array of witnesses was not as large as it might have been. Many of the individuals they wanted to interrogate are either dead or too infirm to testify, they reported.

On the stand last week were A. H. Blank, a UPT director who was questioned for three days about theatre practices and acquisitions during the 1930's, and Arthur Levey, president of Skiatron Corp. (formerly Scophony Corp. of America), who returned for his second week of testimony.

Mr. Levey revealed that in 1944 Waddill Catchings, a director of Warner Brothers, had become interested in the Scophony system of television and the firm's other developments. Mr. Catchings—who was said to have been responsible for Warner Brothers' pioneering in sound motion pictures 25 years ago—was said to have had contacts with several motion picture companies which he thought might be brought into the situation.

However, Mr. Levey said, the plan was never carried out because SCA Class "B" stockholders (Paramount Pictures and General Precision Equipment Corp.) put too many hindrances in the way.

Mr. Levey reported that his plan for the new Scophony envisioned such stockholders as Metro-Goldwyn-Mayer, Warner Brothers, Paramount, 20th Century-Fox, RKO, and possibly United Artists, Columbia and Republic Pictures. The contemplated firm would have been controlled by a board of directors including a representative from each of the motion picture companies.

According to Mr. Levey, the participation in Scophony by the motion picture producers would have developed television to a high degree, while at the same time giving the film companies a chance to see what TV might hold for them.

Mr. Blank, a midwest theatre man, was examined by Benito Gaguine, legal assistant to FCC Comr. Rosel H. Hyde.

Profitable Film Booking

One of the highlights of Mr. Blank's examination concerned a contract with a Sioux City theatre owner which gave Mr. Blank 40% of the profits of the theatre for booking its motion picture films. But only the owner had to stand the losses if the theatre failed to make money.

Another question Mr. Gaguine raised was how Mr. Blank happened to be appointed trustee in bankruptcy for his own chain of theatres after it had been sold to Paramount.

Mr. Gaguine evoked much of the past history of Tri-States Theatre Co. and Central States Theatre Co., apparently looking for evidence of restraint of trade or monopoly of theatre ownership in various cities.

KING-TV, AT&T

Live Network in July

KING-TV Seattle has been promised "live" network coverage of the national political conventions in Chicago this July, it was announced Thursday by Otto P. Brandt, vice president and general manager, King Broadcasting Co., station licensee.

Mr. Brandt praised quick action by AT&T in approving KING-TV's request for the service. AT&T, he said, has confirmed plans by July 6 to complete microwave interconnection to Seattle from Portland, Ore., where cable has been laid from San Francisco.

The Republican convention begins July 7 with the Democratic conclave set July 21. KING-TV announced it will couple the connection arrival with a promotion campaign. It plans to set up 300-400 sets at the Portland (Ore.) Municipal Auditorium for closed circuit showing to the public.

KING-TV's coverage will be fed by CBS Television with Westinghouse the sponsor, Mr. Brandt said. As of May 1, he noted, the count of telesets in the area (Pacific Northwest including Puget Sound) was 144,200.

It also was noted that originally AT&T had marked its target date for Seattle microwave interconnection by 1953.

ALEXANDER QUITS

Joins RHC-Cadena Azul

CLARENCE G. ALEXANDER, operations director of the DuMont TV Network, joins the new U. S.-Cuban ownership of the RHC-Cadena Azul radio-TV network in Cuba on June 1 as network manager of operations.

Mr. Alexander

He thus becomes the second U. S. broadcaster to take a key operating post in the Cuban network, which CBS Radio's News and Public Affairs Director Edmund A. Chester joined as general manager and part owner when the new ownership took over from the Amando Trinidad interests in a million-dollar cash transaction in April [B•T, April 14].

Mr. Alexander's resignation from DuMont to join the Cuban operation was announced by Chris J. Witting, DuMont director and general manager.

One of the pioneers of television, Mr. Alexander has been associated with DuMont for approximately two years. He moved to that network from Kenyon & Eckhardt in 1950, serving as administrative assistant to Mr. Witting before advancing to network operations director.

Mr. Alexander assisted Thomas E. Hutchinson, then manager of NBC-TV, in setting up the NBC television organization in 1936, and held several administrative posts at NBC-TV before he was called into the Air Force in World War II.

'INTERIM' TV

Asked During Conventions

REQUEST to bring TV to non-TV Chattanooga during the political conventions was made to the FCC last week by WAPO there, video applicant.

In a letter to the Commission, WAPO explained it had all its TV equipment on hand and had permission from WSB-TV Atlanta to pick up and rebroadcast its convention telecasts. It said it could put out a 5 kw effective radiated power signal on Channel 3 from a single-bay antenna to be installed atop the 100-ft. tower of its defunct FM station situated on the top of Signal Mt., outside Chattanooga.

There are more than 10,000 TV sets in the Chattanooga area, WAPO said. None of them get good primary signals, it pointed out. Since Chattanooga is the home of Sen. Estes Kefauver (D-Tenn.), one of the leading Democratic candidates for the Presidential nomination, interest is at "fever heat," the station said.

If the Commission gave permission to go on the air, WAPO said it would telecast only the proceedings of both conventions. The transmissions would be on a non-commercial basis, it pointed out.

The Republican convention is scheduled to begin July 7; the Democratic, July 21. Both will be in Chicago.

STILES RESIGNS

Joins Oregon Television Inc.

WALTER STILES Jr., who signed last week from the engineering department of ABC-TV Western Div., Los Angeles, has joined Oregon Television Inc. as general manager. Oregon Television is expected to apply in the near future for a TV channel in Portland, Ore., and for other northwest cities.

Mr. Stiles

Before joining ABC-TV in Los Angeles in 1950, Mr. Stiles supervised construction of KPHO-TV Phoenix, Ariz., and the change of KPHO from 250 w to 5 kw. KPHO-AM-TV was sold recently to the Meredith Pub. Co. for $1.5 million [B•T, May 5].

In 1935, Mr. Stiles joined CBS in New York as an engineer, moving in 1942 to become chief engineer of that network's owned and operated WEEI Boston. In 1946 he opened an engineering consulting office in Boston and the following year in Washington, under the name of Stiles & Waring. Mr. Stiles was the first winner of the William S. Paley Award for technical achievement in 1935.

Principals Involved

Oregon Television is owned by Portland businessmen Jack Meier, Huntington Malarkey and Henry White. Mr. Meier, the son of a former Oregon governor, is a member of the family that owns the Meier-Frank department store in Portland. Mr. Malarkey has lumber interests in the Northwest. Mr. White is a shipbuilder.

They plan to spend $400,000 in building the Portland TV station and estimate $255,000 as cost for the first year of operation. Equipment has already been purchased. It is understood, and a closed circuit operation is planned for the near future.

KECA-TV Sales Up

MORE than $500,000 in new local business was signed by KECA-TV Los Angeles during the week ending May 9, according to Phil Hoffman, manager, and Frank King, sales manager. April and May of this year are the largest two months' billings on the station since its start in September 1949, they said.

KNXT (TV) Business

SETTING a new high, KNXT (TV) Hollywood made $200,000 in new program sales for the week ending May 9, including eight quarter-hours totaling $150,000 in business, plus one renewal and two sales of segments of *KNXT 10 O'Clock News*, according to Wilbur Edwards, general manager.

FOR STATION ACHIEVEMENT
IN SAN FRANCISCO

AWARD TO KRON-TV

By Academy of Television Arts and Sciences,
San Francisco Chapter, for year 1951

HERE IS further proof that among the three San Francisco TV stations, KRON-TV has established—and maintains—clear-cut leadership. Evidence of this leadership grows month after month because . . .

- **With the market's highest TV antenna, KRON-TV provides unparalleled "Clear Sweep" coverage**
- **KRON-TV presents the largest number of top-rated shows — more than the other two stations combined *(Pulse and Tele-Que)***
- **KRON-TV attracts the most viewers in every audience segment — men, women, teenagers, children *(Tele-Que — Pulse does not measure)***
- **KRON-TV serves the largest number of advertisers *(Rorabaugh)***
- **KRON-TV offers the greatest percentage of audience . . . both day and night, and throughout the week *(Tele-Que)***

Check with FREE & PETERS for availabilities!

KRON TV

THE SAN FRANCISCO
TV STATION
THAT PUTS MORE EYES
ON SPOTS

SAN FRANCISCO CHRONICLE • NBC AFFILIATE

SELL MORE ON CHANNEL 4

Free & Peters, Inc. offices in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in The Chronicle Bldg., 5th and Mission Streets, San Francisco

TV CODE

NARTB Names Bronson To Direct Liaison

NARTB'S television code enforcement machinery was completed last week with appointment of Edward H. Bronson, station director of WBNS-TV Columbus, as director of Television Code affairs. The appointment came as organized civic and religious groups began to contact NARTB on code enforcement problems.

Harold E. Fellows, NARTB president, said Mr. Bronson will serve primarily as liaison executive on code matters with the general public and interested organizations. He will report directly to Thad H. Brown Jr., NARTB director of television.

Mr. Bronson

No successor had been named for Mr. Bronson at WBNS-TV as of last Thursday. Richard Borel, general manager of the station, will assume active direction of WBNS-TV on a temporary basis.

The job of directing Television Code Affairs was authorized by the NARTB board at its February meeting. Details of the post were drawn up by the Television Code Review Board in March.

Mr. Bronson's attention will be devoted to problems of code interpretation, processing of complaints, correspondence, relations with the public and contacts with legislative and civic groups concerned with code matters as well as with stations subscribing to the code.

Now near the end of its third operating month, the TV Code is drawing a steadily rising amount of attention from viewers and organizations. The job of processing this work has been handled by Mr. Brown's staff in cooperation with the Legal Dept. The Code Review Board is an industry advisory group directly assigned to code matters, and it in turn can recommend punitive action to the NARTB Television Board.

Signs of growing interest in the TV Code begin to appear as the review board's next meeting approaches. The board will meet June 5-6 in Washington, just prior to the June 9-10 meeting of the full TV Board of Directors.

Already, the code has drawn the wrath of the National Assn. of Evangelicals. This group will appear before the review board to claim "the same right to purchase time on television and radio as any other interests in America." Dr. Theodore Elsner was recently elected president of National Religious Broadcasters, serving a third term.

Dr. Elsner is chairman of the radio commission, National Assn. of Evangelicals, and will represent NAE before the NARTB code review group. NAE is on record with a resolution calling for elimination of paragraph 1 (g) in the NARTB TV Code's section on "Presentation of Advertising."

The code paragraph reads: "A charge for television time to churches and religious bodies is not recommended."

NAE describes itself as "the strongest body of believers in the nation, as confirmed by the number of denominations and churches affiliated and delegates in attendance at their annual conventions," according to Emma B. Veacock, of NAE's eastern division.

Mr. Bronson is expected to assume his new NARTB duties June 1. He has an extensive radio industry record, starting his career at WCOL Columbus in 1936. Serving as continuity director and then assistant manager, he moved to the Office of Censorship with outbreak of World War II. There he served as an assistant to J. Harold Ryan, of Storer Broadcasting Co., and later as assistant to John E. Fetzer, who succeeded Mr. Ryan as assistant director of censorship for broadcasting.

After the war Mr. Bronson joined WJEF Grand Rapids, Mich., as station manager, in association with the station's owner, Mr. Fetzer, now chairman of the NARTB code review body. In 1949 Mr. Bronson returned to Columbus to aid in putting the new WBNS-TV on the air serving as station director. He is married and is father of two children; member of Sigma Delta Chi, and member of SDX's Central Ohio Professional Chapter board.

Howard H. Bell, formerly of WMAL-TV Washington, who joined the NARTB TV organized last autumn, serves as executive assistant to the television director.

WTTG(TV) POSTS

Edwards Named Sales Mgr.

PROMOTION of Neal J. Edwards, account executive at WTTG (TV) Washington, to sales manager of the DuMont O & O Washington outlet, was announced last Wednesday by Walter Compton, WTTG general manager. The appointment is one of three involving realignment of the station's sales department.

Gordon Williamson, WTTG producer-director for four years, also was named to the sales department, along with Alex W. Sheftell, for the past year in charge of WTTG public relations and publicity. All appointments are effective immediately.

Mr. Edwards, a cameraman at the DuMont station for several years, had previous sales experience in other fields. He was elevated to the sales department as account executive in October 1950. Mr. Williamson was active in sales and programming at other D. C.-Maryland stations before joining WTTG. Mr. Sheftell previously was in the station's traffic department before assuming publicity chores.

BALABAN IS HONORED

Dr. Wilson Compton Cites

DR. WILSON COMPTON, International Information Administrator for the Voice of America, joined with civic and religious leaders last week to pay tribute to Barney Balaban, president of Paramount Pictures Inc.

Dr. Compton addressed a luncheon session of the Washington Area Clergymen, held last Monday at the Shoreham Hotel in Washington, D. C. Mr. Balaban was praised for his interest in general welfare and his contribution of an historic document to the New York Avenue Presbyterian Church.

MATERIALS' BAN

NPA Mulls Easing of M 90

COMPROMISE regulation designed to ease restrictions on production of color television equipment was still under consideration by the National Production Authority last week.

The proposed revised order (M 90) did not come before the agency's Clearance Committee, meeting in executive session last Friday. Authorities held out hope, however, it would be issued by this month's end.

The present plan is to relax the prohibition against manufacture of colorcasting receivers and adapter-converter equipment in certain instances. Department stores, experimenting with closed circuit theatre telecasting and theatre video interests, as well as electronic manufacturers who show just cause for authorization to use existing materials, would stand to benefit.

NPA has made plain that, regardless of degree of relief, shortage of technical skills will necessitate retaining the lid on mass production of colorcasting sets [B•T, May 12].

NPA Administrator Henry Fowler re-emphasized this factor anew last Thursday. Addressing the Construction Mobilization Committee of the U. S. Chamber of Commerce, Mr. Fowler stated the shortage of engineers "could well become a serious impediment to defense" in the event of all-out mobilization. He urged coordination of technical skills among all industrialists.

Mr. Fowler also told the Senate Banking Committee there is little hope of decontrolling steel before spring 1953—a statement of paramount interest to existing and potential TV broadcasters. He also threw cold water on any prospect of overall decontrol this year. Mr. Fowler appeared before the committee on behalf of his nomination as Defense Production Administrator (to succeed Manly Fleischmann, resigned), which was unanimously approved.

BMI CLINICS

TV Sessions Begin Today

FIRST of three two-day television clinics scheduled by BMI opens today in New York, on the heels of BMI's completion of 42 radio program clinics in the U. S. and Canada within a two-week period.

Subjects to be considered include low-cost local TV programming; reduction of production costs; handling of local programs and special events; film buying; selling programming; public service, educational, religious, agricultural and political coverage; camera techniques; short-cuts; low-cost musical programs, and music clearance and legal problems.

Speakers for the clinics are scheduled to include Robert Swezey, WDSU-TV New Orleans; Chris Witting, DuMont Network; Chuck Holden, ABC-TV; Paul Adanti, WHEN (TV) Syracuse; Ralph Burgin WNBW (TV) Washington; Joel Chaseman, WAAM (TV) Baltimore; Don Fedderson, KLAC-TV Los Angeles; Klaus Landsberg, KTLA (TV), Los Angeles; George Moscovics and Bill Edwards, KNXT (TV) Los Angeles; Robert Purcell and Richard Moore, KTTV (TV) Los Angeles; Philip Lasky, KPIX (TV) San Francisco; Don Tatum, KECA-TV Los Angeles; Walter Preston, WBKB (TV) Chicago; Bruce Wallace, WTMJ-TV Milwaukee; Theodore Streibert, WOR-TV New York; Walter Emerson, WENR-TV Chicago; Don Norman, KNBH (TV) Los Angeles; Wes Ingrim, KHJ-TV Los Angeles; John Herbuveaux, WNBQ (TV) Chicago; Frank Fogarty, WOW-TV Omaha; Ted Cott, WNBT (TV) New York, and Roger Clipp, WEIL-TV Philadelphia.

Second of the three TV clinics will be held Thursday and Friday at the Palmer House in Chicago and the third will be next Monday and Tuesday at the Beverly-Wilshire in Hollywood.

DUROCHER SERIES

Stations Buy UTP Program

TWO more television stations contracted last week for United Television Programs' film series *Double Play with Durocher and Day*, according to Aaron Beckwith, UTP sales director, who said the package had been sold to KFMB-TV San Diego and WDTV (TV) Pittsburgh.

The program, which Mr. Beckwith said has received added impetus from the start of the baseball season, features Leo Durocher, manager of the New York Giants, and his actress wife, Laraine Day, in a series of informal interviews with persons prominent in sports.

Other sales completed last week by the TV film distributor include *The Chimps*, produced by Bing Crosby Enterprises, to WMAL-TV Washington; *Hollywood On the Beat*, which was purchased by the Graybar Electric Co. for WJIM-TV Lansing, Mich. Reliance Foods through its agency, Pacific National, signed for 26 weeks of *Big Town*, to start on KING-TV Seattle Wednesday.

This Is Hollywood Playhouse!

A steady habit . . .

of steady buyers!

When Hollywood Playhouse hits the screen at 2 o'clock TV tune-ins *really* jump. Here is a show that literally captures audiences . . . it's become an afternoon habit with thousands of TV fans. We can give you one success story after another of advertisers whose products are sold on Hollywood Playhouse. Complete details on request.

MON. THRU SAT.
2 TO 3 P.M.

Television Baltimore

WBAL-TV

NBC in Maryland

Nationally Represented by EDWARD PETRY & COMPANY

Ford Foundation

(Continued from page 59)

dress itself, if, of course, the commission had materialized, was the discovery of means to force FCC adoption of subscription television.

It may be speculated he would be no less interested in seeing such a project undertaken by a private commission organized by the foundation.

Although it would be extreme to say Sen. Benton exerts control over any activity of the Ford Foundation, his past associations and personal friendships with several of the foundation's officers would indicate he must have at least some influence.

In addition to Mr. Fletcher, his former employe, Sen. Benton has more than passing acquaintance with Paul G. Hoffman, foundation president now devoting his time to the Eisenhower campaign, and with Robert Hutchins and Chester Davis, foundation associate directors.

Mr. Hoffman is a director of Encyclopaedia Brittanica Inc., which is Sen. Benton's property, and was chairman of the board of trustees of the Committee for Economic Development at the time Sen. Benton was vice chairman.

Dr. Hutchins was president of the U. of Chicago when Sen. Benton was vice president (1937-45) and was chancellor of that university when Sen. Benton was assistant to the chancellor (1945-46).

Mr. Davis, former president of the Federal Reserve Bank of St. Louis, was a member of the board of trustees of the Committee for Economic Development when Sen. Benton was vice chairman of the board of trustees.

At the Pasadena headquarters of the Ford Foundation last week a spokesman admitted the organization, which he characterized as "extremely interested in the field of radio and television," was considering two basic problems: the allocation of television channels for educational use and the general future of radio-TV programming.

He emphasized that no plans had been made and that it was unlikely any would be until the July meeting of the board of trustees.

In the past year, the foundation and its subsidiaries have made grants to radio and television activities totalling about $2 million. The biggest sum, $1.2 million, went to the Television-Radio Workshop which is producing programs for broadcast over commercial facilities. A fortnight ago the Joint Committee on Educational Television, central agitating body for educational TV, announced a new Ford grant of $145,000, or $55,000 more than it received from the foundation the year before. Additional grants of $260,000 and $300,000, respectively, have gone to Iowa State U., owner of WOI-TV Ames, Ia., for experimental TV programming and to Lowell Institute, Boston, for production of educational radio programs in cooperation with the National Assn. of Educational Broadcasters.

"LULU" award for best television commercial spot campaign is presented in the sixth annual Frances Holmes Award Competition. L to r: Film star Barbara Stanwyck, awarding statuette; Gunther Shirley, vice president, Metropolitan Federal Savings; Doria Balli, president, TV Ads, and Kirke Beard, account executive, Anderson-McConnell Adv. The Los Angeles firms, Metropolitan and TV Ads, which produces TV film commercials, shared in the honors. Anderson agency services the account.

Get TV Going

(Continued from page 59)

is "a large concentration of population."

Committee Chairman Johnson said it is his understanding that only five hearing teams (examiner, engineer, attorney, secretary, clerks) will be available to process applications in television and at the current pace of processing it would take a "long time" for them to wade through the present allocations. He said he was disappointed that FCC "has not made this clear to Congress."

Sen. Homer E. Capehart (R-Ind.) asked whether newspaper applicants would be given equal opportunity to obtain TV stations.

'No Discrimination'

Comr. Hyde asserted there would be no discrimination against "any business activity."

No one applicant, regardless of business interest, he said, should be precluded from the granting of a license in the public interest because of his legitimate business interest. Neither does FCC intend to discriminate against AM station licensees, he said.

However, the Commissioner said he could not discuss the AM licensee situation at length because AM station applicants may be contested in hearing by other interests and the "other party may invoke the argument of diversification" of media in the community. But, he noted, the factors of experience, objectivity in operation and recognition of public interest, may weight the presentation of many AM station licensees who seek TV licenses.

In answer to a query by Sen. Lyndon B. Johnson (D-Tex.), who pointed to a complaint from a constituent on the one-year wait before asking for local revision of the final FCC allocations report, Comr. Hyde said it would be desirable if administration changes could be made in the report but that the Commission does not want to re-litigate the issue.

If FCC did not have to hear applicants on the grant of each channel, it would have tried to improve its allocation report, Comr. Hyde explained. However, he said, FCC has announced it would not be able to consider local changes until one year has passed—otherwise, it would have "to re-open the allocations proceeding." This, he said, is a "reasonable regulation."

The Texan cited the case in his state where the constituent is located in a "rather small city" which is 183 miles from a larger city which has been assigned two VHF stations. At this time, Sen. Lyndon Johnson said, there are no applicants for the stations and his constituent would wish to apply for one of the stations but does not come within FCC standards which preclude two stations operating on the same channel unless 190 miles apart.

Comr. Hyde explained that hearing officers now have on their desks "25 proceedings involving some 59 cases other than TV matters." They had hoped to handle 15 cases per year. But, he said, in 1951 the number was eight and in 1950 it was 10.

"Efforts of litigants to present strong cases" will slow the hearing procedure in TV even further, he added.

Sen. Capehart, doing some quick accounting, estimated it would take 10 years for FCC to put 1,000 TV stations on the air, according to current facilities. Committee Chairman Johnson noted that the average potential telecaster ties up $500,000 to a million dollars in assets in waiting for a license. It's unfair, the Senator said, to have this capital tied up.

Sen. Ed Johnson said the cost of 20 examiner teams (the Senator has been urging the hiring of 13 additional teams above the current seven) at a $600,000-$700,000 expense to the government, would be less than having seven ex- teams process applications for 20 years (to put about 2,0 stations on the air).

Sen. Capehart at this moved that the committee record requesting and urging Senate Appropriations Com to provide additional funds independent offices appropri for fiscal year 1953 for the cific purpose of employing tional hearing-examiner tea process television applicatio

Later, in executive session commerce group unanimously proved the Capehart motion.

Other data revealed by Hyde:

Investments in receivers servicing of sets since 194 $6 billion. Average cost of station, according to figures from the 109 stations now op ing, is $480,000.

The most expensive procedu both time and energy as we dollars to the Commission necessity of explaining each every delay in expediting the problem.

FCC estimates it will take other two years before it can another TV station in St. L (a one station city). Forty are in a comparable situation.

He said it was his own opi that if the FCC budget re cut without additional funds hiring more examiner-h teams, the Commission should Congress for a supplemental propriation. But, of course, would prefer the funds be g now in the 1953 budget before C gress, he added.

The House last March v $6,108,460 to operate FCC in fis 1953, $1,966,540 less than the quested $8,075,000 sought in Pre dent Truman's budget [B March 24].

Idaho Senate Republicans Herm C. Dworshak and Herman Wel informed the commerce group their endorsement of Comr. Hyde appointment.

AUTRY TO APPEAL

Film Rights Ruli

COWBOY singing star Gene Autry said he plans to appeal decision by Federal Judge Be Harrison last Tuesday giving public Pictures and its subsidia Hollywood Television Service In the right to release more than old Gene Autry western films television.

Judge Harrison's decision w diametrically opposed to a rul made last October in favor of co boy star Roy Rogers by Fede Judge Peirson M. Hall in a sim suit brought against Republic subsidiary.

Judge Harrison held that Re lic's "unrestricted ownersh rights" of films include "right license their exhibition on h television receivers." He said advertising is common practice most conventional movie thea and therefore Mr. Autry could hope to control advertising.

NOW! SARRA'S OWN NEW FILM PROCESSING LABORATORY

BRINGS YOU Vide-O-riginal TV COMMERCIALS

We are pleased to announce the completing link in the SARRA chain of quality control . . . our own modern new film laboratory, designed, staffed and equipped to deliver the ultimate in TV selling messages -

the VIDE-O-RIGINAL

VIDE-O-RIGINAL . . . WHAT IT IS

It's Sarra's name for a quality-controlled motion picture print, produced in a laboratory designed especially for the making of TV prints. Each and every print is custom-made and whether it is 1-minute or 8-seconds, it receives individual attention in quantities of one or hundreds.

VIDE-O-RIGINAL . . . WHAT IT MEANS

It means that all of Sarra's creative photography, all of Sarra's visual selling ability, reaches the television screen with maximum fidelity. VIDE-O-RIGINAL prints combine Sarra standards with station requirements.

VIDE-O-RIGINAL . . . WHAT IT DOES

It provides complete quality protection from storyboard to home reception . . . it insures your investment of time, talent and money in your TV presentation.

On your next television film commercial get a SARRA VIDE-O-RIGINAL . . . get top quality from start to finish!

Sorry . . . our lab service is available for SARRA productions only.

Vide-O-riginal

TV FILM PRODUCTION FOR REPRODUCTION

SARRA INC

SPECIALISTS IN VISUAL SELLING

NEW YORK: 200 East 56th Street

CHICAGO: 16 East Ontario Street

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IDEAS · SCRIPTS · STORYBOARDS · ANIMATION · PHOTOGRAPHY · PROCESSING

NCAA Backfire?

(Continued from page 60)

comparable television and non-television cities. Half of the sample of a true cross-section of people should be in television cities with comparable television set penetration and with home colleges of comparable standing in the athletic world and unrestricted telecasting going on in this half of the sample. The other half of the sample should be in communities where there is no television available and, of course, of a true cross-section of people there. Such studies should run over a period of at least three years, and then possibly conclusions might be drawn about the effect of television on college football game attendance."

Mr. Allerton observed, "There has been no opportunity given to demonstrate conclusively that television, in the long run, favorably or adversely affects college football game attendance. The Jordan reports would indicate that, in the long run, attendance would be helped."

He added this comment, "The comparisons made in the NCAA report are between non-television areas and television areas where an attempted blackout of local games was in existence." This, he said, supports the charge that nothing in the report definitely shows that TV has hurt attendance at college football games.

Novelty of TV Theory

Lt. Jordan said NCAA figures actually support "the novelty theory of TV's effect. As length of ownership increases, attendance recovers from the initial TV hurt, and television begins to help build new fans. That may be why college football attendance has not dropped more as a result of a 15% decline in male students."

In citing data showing that 45% of men and 66% of women have never attended a college football game, Lt. Jordan said, "College football, as well as other sports, have a great opportunity for increased attendance if they can arouse interest in that vast segment of the population. Any curtailment of the publicity afforded by newspapers, radio or television will tend to prevent that group from becoming interested.

"The city of Pittsburgh should prove an object lesson to sports promoters. There is less televising of athletic events in Pittsburgh than in any other city with big league sports. The NCAA report shows the result. Attendance among the younger age group of TV owners (under 40) is significantly lower than among non-owners. This condition is not true in Boston where sports events have been more frequently televised. Also, there is an indication that attendance is increasing with the length of TV ownership in Boston, while it is decreasing in Pittsburgh. These figures suggest that the continuation of a TV ban may backfire."

Colleges should study that section of the report dealing with the public's attitude toward the NCAA plan, Lt. Jordan said, referring to the admission that "the majority of those who held opinions about it were unfavorable."

He added that the NCAA report shows "by far the largest attendance decline last year occurred in the Mountain District, one of the two districts with practically no TV. In six of the seven NCAA districts where comparisons are possible, the colleges with no TV competition fared worse than those with TV competition, in 1951 attendance compared with 1950."

Panitt Opinion

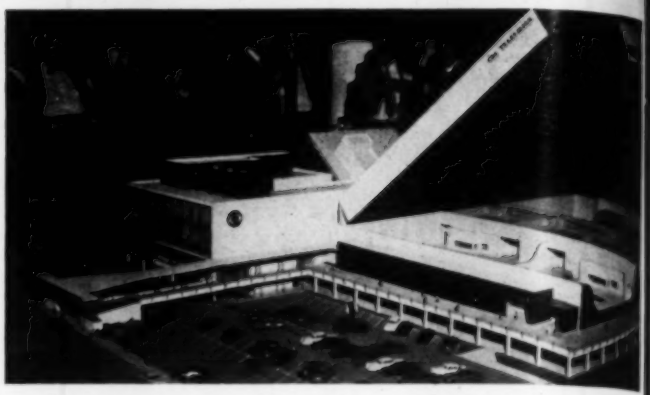
Critical comment on the NCAA report was given by Merrill Panitt, *Philadelphia Inquirer* sports commentator, who caught the revelation that attendance "dropped less in areas where football games were televised than it did where there was no televised football."

Mr. Panitt referred to NCAA in these terms, "You remember the NCAA, don't you? That's the group of sweethearts who decided they were bigger than both of us—the television industry and the viewers—and then proceeded to dictate exactly what college football games could be televised, where they should be televised and when the nation's largest cities should suffer Saturday afternoon football blackouts." He observed that the survey was conducted by "the National Opinion Research Center of the U. of Chicago, an institution that luckily gave up football before NCAA got its claws into the game."

TV Applications

(Continued from page 61)

San Francisco. Applicant is licensee of KXA Seattle. Principals include President **Wesley I. Dumm** (20%), president of KSFO San Francisco and majority stockholder of KPIX (TV) San Francisco, and owner of investment business in Pasadena, Calif.; First Vice President **Robert B. Gaylord** (45%), officer and director for KSFO and KPIX (TV), director for KXA and partner in San Francisco law firm of Gaylord & Gaylord; Vice President **Philip G. Lasky** (5%), vice president and general manager of KSFO and KPIX (TV); Vice President **Lincoln Miller** (½%), general manager and director for KXA; Treasurer **F. M. Dumm** (9%), officer and director for KSFO and KPIX (TV), minority stockholder in KPIX (TV), and treasurer and minority stockholder of KXA; Secretary **Robert B. Gaylord Jr.**, assistant secretary of KPIX (TV), stockholder in KXA, secretary and director for KXOA Sacramento, and partner in San Francisco law firm of Gaylord & Gaylord, and **Ray V. Hamilton** (7%), Blackburn-Hamilton Co., radio station and newspaper brokers.



ELECTRONICALLY operated model of the 15-acre CBS Television City under construction in Hollywood is being exhibited by CBS in New York. Miniature TV city above measures 15 x 14 feet and weighs approximately two tons.

* * *

Now It Winks

CBS-TV network added another improvement last week—this time on its own trademark. The network's signature—a dial eye—had been shown on a Telop slide since it was first introduced nine months ago, but as of 10:59 a.m. EDT Friday, the eye began to move. Set-owners will notice, as the first of three variations to be produced on film, the eye now opens and closes. Revamping the trademark, like its original design, was supervised by William Golden, creative director of CBS-TV advertising and sales.

GREAT BRITAIN TV

No Commercials Now

GREAT BRITAIN White Paper last Thursday announced commercials will not be carried on the country's TV for at least another three or four years. The Conservative government was said to favor sponsorship of TV programs when the country passes over the rough spots of its arms and export drives.

The forecast for this road to recovery period was given as "at least three or four years" from now. The nation's only TV channel and the three radio networks in Great Britain are operated by the British Broadcasting Corp., which is government owned and operated. No advertising is carried on broadcast media there.

HOLCOMB NAMED

To New KNXT (TV) Post

GRANT HOLCOMB, newscaster and commentator with KNXT (TV), CBS-TV O&O station in Hollywood, has been appointed to newly-created post of director of news and special events for KNXT and CBS Television Network in Hollywood, Wilbur S. Edwards, KNXT general manager, and Sig Mickelson, CBS-TV director of news and public affairs, announced last week.

In his new post, he will supervise local and network news and special events originating in Hollywood.

CBS-TV CITY

Two-Ton Replica on Display

TWO-TON replica of the CBS-TV Television City, flown from the West Coast to demonstrate how the $7-million studio building now under construction in Hollywood will operate, was shown in New York last week.

The 14 by 15 foot model, said to be one of the largest scale and precision-built architectural miniatures constructed, will be exhibited publicly in a national tour beginning this month, J. L. Van Volkenburg, CBS-TV president, said.

Equipped with electric controls which will raise and lower roof sections, provide both day and night lighting conditions, demonstrate rotary stage equipment, and detailedly, spin a miniature recording on a miniature turntable, the model was constructed by Dale Clark & Assoc., Los Angeles.

Special features of the scale construction are a two-way mirrored floor to show space arrangement under a main studio and a sliding drawer panel which, pulled out, indicates workshop areas as they will be built in the building's lower level.

The actual building is being erected on a 15-acre site at Beverly Blvd. and Fairfax Ave., Hollywood.

Scheduled to be completed about Oct. 1, the structure was designed exclusively for TV production needs and contains four studios with 12,100 square feet of space each, arranged with their subsidiary units to allow for completely separate flows of three main program elements: performers, production equipment and audiences.

The building is organized so that additional and similar units can be added. Final plans call for 20 studios plus a 13-story administration unit.

Three Join WPIX (TV)

MALCOLM O'MARA, TV station consultant; William H. Rich, Muzak Corp., and Philip Cohen, WJZ New York, have been added to sales unit of WPIX (TV) New York's merchandising staff "in preparation for a concerted drive for fall business," station spokesmen have announced.

the CABLE'S a-comin'

...Set sales are a-hummin'!

WOAI-TV will join the live network on July 1st! Local TV dealers and distributors are giving enthusiastic reports about the tremendous surge in set sales in the San Antonio market.

YOU SPOT ADVERTISERS CAN STILL BUY WOAI-TV AT RATES BASED ON SETS IN THIS MARKET ON JULY 1, 1951 — OVER 11 MONTHS AGO. TV SETS HAVE INCREASED **MORE THAN 57%** SINCE THAT TIME.

Get Petry to give you availabilities on announcements and program time on WOAI-TV. IT'S A BONUS BUY on San Antonio's First TV station. **First** on the air — **First** in audience!

Represented Nationally by

EDWARD PETRY & COMPANY, INC.

NEW YORK, CHICAGO, LOS ANGELES, ST. LOUIS, DALLAS, SAN FRANCISCO, DETROIT

NBC

WOAI-TV

CHANNEL 4

SAN ANTONIO

DuMONT WAGES
Are Hiked; Strike Off

STRIKE threatened against the DuMont Television Network's home station, WABD (TV) New York, and expected to have involved the DuMont-owned outlets WTTG (TV) Washington and WDTV (TV) Pittsburgh, was avoided last week when the network agreed to a cost-of-living increase and an adjustment in rates to those current in New York.

Technical employes who had voted to strike a week earlier were members of Local 794, Television Broadcasting Studio Employes Union, a unit of the International Alliance of Theatrical and Stage Employes (AFL). Their strike was to have been paralleled in Washington and Pittsburgh by fellow unions there, where the disrupted negotiations have been resumed by the network.

GATHINGS QUIZ
Coverage Right Asked

WMAL-AM-TV Washington last week requested permission to air the "morals" investigation by the House if the probe does materialize.

Kenneth H. Berkeley, vice president-general manager of the Washington *Evening Star* stations, pointed out that the hurdle of House Speaker Sam Rayburn's (D-Tex.) ban on broadcast media would have to be cleared.

'Morals' Probe Course Unset

(Continued from page 27)

with similar resolutions in the House, noted that the pictures on television are made by the adults and "are not made by the children or the young folks themselves . . . then [the adults] expect the young folks to have a high respect for the morals of our country . . ." He added:

We do not want to be in a position of seeming to censor everything that comes along. On the other hand, I think it is a pretty good idea that the Congress . . . sort of keep a hand in on this thing and give it a little policing once in a while . . .

In addition to this frank admission of "policing," his colleague, Rep. Gathings, declared that one of the objectives of the investigation would be to determine whether increases in crime are incited by radio-TV programs.

Rep. William M. Colmar (D-Miss.), warned that those who put programs on the air should be diligent that the "impressionable youth of the country" do not "get the wrong concept or philosophy of life."

Veteran debater Clare Hoffman, Michigan Republican, asked about the meaning of the resolution's language referring to "or otherwise offensive matter."

"Just how far are we to usurp the province, the duties of fathers and mothers?" he asked the House. Noting a letter from a constituent protesting against a beer ad, the congressman said:

He wants the Congress to act as censor . . . Why does not Dad just turn off the objectionable program. . . . Congress should not be required to enter the home and, assuming the duties of parents, tell the children what they can and cannot see or hear. Should we attempt to censor all of these things, we could get into a terrible fix. . . .

Rep. A. L. Miller (R-Neb.) asserted:

The industry, movie and television ought to set up and enforce a high standard. Congress ought not to have that task.

. . . it is impossible to legislate morals, and it is difficult to say what we should or should not teach. The committee can render a service to the public by a wise and cautious approach. I am sure the industry will assist in every way. . . . I hope no censorship or iron hand of authority will be forced on the growing industry of television. Cooperation is the need.

The responsibility of entertaining the public through television belongs to the industry. They should police the shows and assure the public that lewd, obscene, indecent, and vulgar shows or words will not be used on the programs. A penalty should be established for violation.

Mr. Fellows in his statement also warned that the Gathings move "could establish a dangerous precedent in this nation. . . . For there could emerge from the 'investigation' proposed in the . . . resolution 'legislative action to eliminate offensive and undesirable radio and television programs."

But, he asserted, "the proposal does not indicate the criteria for determining what might be considered 'undesirable' or 'offensive.' Calling the House action a "fundamental disregard of our traditional American freedom of speech concept," Mr. Fellows said that while Congress enacted communications law it "specifically withheld from the governmental regulatory body the power of censorship over the programs broadcast by the licensees.

"The best thing I can see coming out of this so-called investigation is the opportunity it will give broadcasters to discuss with Congress some of the things that industry itself is doing."

Industry Doing Something

He said the industry already has been receiving comments from public and private groups about TV programming and "the industry is doing something about the situation."

An amendment to the resolution on comic books and pocket-sized books offered by Rep. Rees would have included "other publications." However, this amendment was beaten down in the House as it was feared it would include investigations of newspapers.

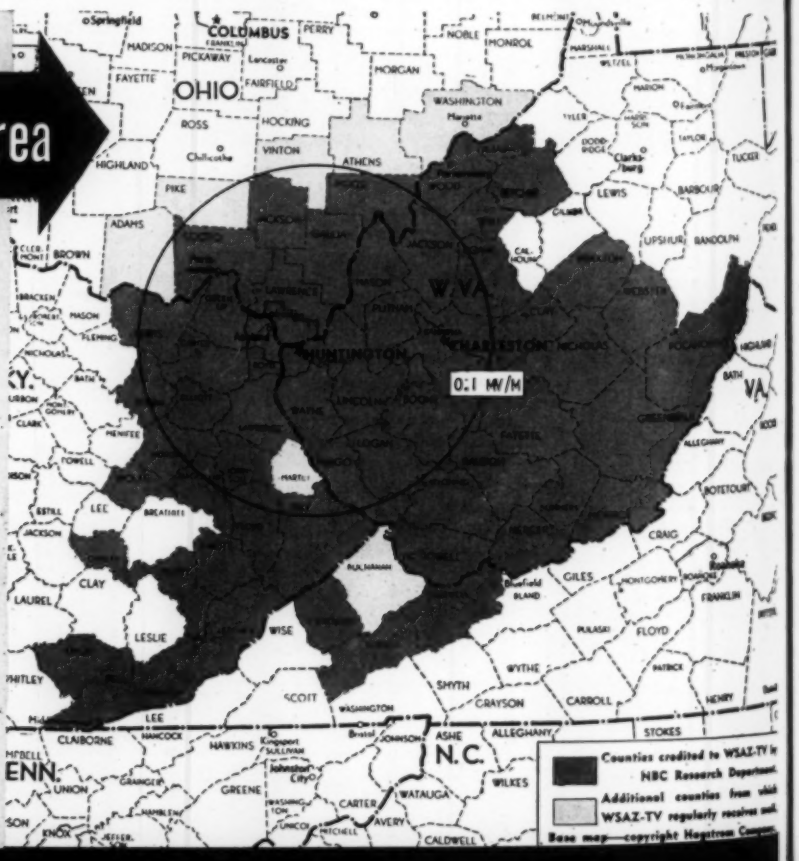
Rep. Joseph P. O'Hara (R-Minn.), a member of the commerce committee, said later, "I have some doubt as to just what the committee will do. The resolution is as wide open as the poles."

Take a good look at this area

This is the coverage area of WSAZ-TV
It is in an area of
2,000,000 Persons

Here is a market larger than
HOUSTON

WSAZ-TV
HUNTINGTON, WEST VIRGINIA
CHANNEL 5



For more information call . . . THE KATZ AGENCY, INC.

from the VIEWER'S VIEWPOINT

"We live in a fringe area but Channel Five comes in clear."

. . . Says Mrs. Joe Merchant of Middletown, California

Some 70 air line miles from San Francisco, Middletown, California, with 4,500 feet of Mt. St. Helena and other coastal mountains shadowing reception, is scarcely a place to look for an enthusiastic TV audience . . . . . But Mrs. Joe Merchant and her family are none the less ardent KPIX viewers. Channel Five, she writes, offers "all the programs a family could wish to see . . . drama, comedy, musicals, wrestling, boxing, children's shows we parents approve of."

Greatest shows . . . brightest stars . . . to delight the "fringe" audiences as well as the great San Francisco-Oakland Bay Area make KPIX, the "sell" station of Northern California, **your** first choice in television. Ask the Katz man!

KPIX CHANNEL **5**

SAN FRANCISCO
CBS and DUMONT Networks

Represented by the Katz Agency

Station
KRLD-TV
Dallas
Texas' Most Powerful Television Station
★
SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
166,000
TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why KRLD-TV is your best buy
Channel 4 . . . Represented by
The BRANHAM Company

telestatus

'I Love Lucy' Tops Rating

(Report 216)

AMERICAN Research Bureau national rating for April show *I Love Lucy*, starring Lucille Ball and Desi Arnaz, in first place both in number of homes reached and rating-wise.

The program had a rating of 63.2 and tests show that it was viewed in 10,600,000 homes, reportedly the greatest number of homes for any regularly scheduled program in television history. Figures for the week April 1-7:

Rank	Program	Homes %
1	I Love Lucy (CBS)	63.2
2	Talent Scouts (CBS)	57.4
3	You Bet Your Life (NBC)	50.6
4	Red Skelton (NBC)	50.0
5	Show of Shows (NBC)	46.4
6	Godfrey & Friends (CBS)	45.1
7	My Friend Irma (CBS)	43.2
8	Comedy Hour (Abbott & Costello) (NBC)	42.8
9	Star Theatre (NBC)	39.9
10	Fireside Theatre (NBC)	39.5

Rank	Program	Homes (000's)
1	I Love Lucy (CBS)	10,600
2	You Bet Your Life (NBC)	8,260
3	Red Skelton (NBC)	8,040
4	Show of Shows (NBC)	7,910
5	Godfrey & Friends (CBS)	7,230
6	Comedy Hour (Abbott & Costello) (NBC)	6,960
7	Star Theatre (NBC)	6,710
8	Fireside Theatre (NBC)	6,470
9	Talent Scouts (CBS)	6,410
10	Television Playhouse (NBC)	6,130

* * *

Camera Improvements Announced by Telenews

IMPROVEMENTS in the Wall camera system, to minimize the time consumed by the synchronization process, were announced last week by Telenews Productions, New York, whose cameramen redesigned their equipment in conjunction with Douglas Electronic Labs.

The redesigned cameras provide perfect synchronization of sound and picture, it was said, so that the negative can be put directly on the air—and reversed electronically—to save the laboratory time usually spent to coordinate the sound track and the picture frames. Other improvements include testing equipment that is built into the amplifier, optional use of the sound with or without noise reduction, and cutting the weight of the combined equipment from 40 to 18 pounds.

* * *

Set Owners Approve Servicing Work

MOST TV set owners approve the quality of work performed by their TV service technician, according to a nationwide survey of 5,000 families by Elmo Roper for RCA Victor and RCA Service Co.

E. C. Cahill, president of RCA Service Co., said results showed 86% of all television owners who had experience with TV service termed the work as "really good" (68%) or "fairly good" (18%), while only 7% expressed dissatisfaction and 7% did not reply.

Mr. Cahill said he believes the Roper survey is the first poll [illegible] on a nationwide basis. He [illegible] results also showed two out of [illegible] owners considered service [illegible] charges as "entirely reasonable," while only one out of ten [illegible] charges were "too high."

Fully 88% of owners report[illegible] their serviceman as "pleasant and courteous" and another 6% consid[illegible]ered his manner "satisfactory," while 6% did not reply, he [illegible]

Three out of four persons thought service work on their TV sets had been done in a reasonable time. Only one out of five felt [illegible] had to wait too long, he said.

An investment of more than [illegible] million is represented in the television service industry, Mr. Cahill reported, including elaborate testing equipment and trucks and [illegible]

* * *

Set Sales in Canada Lower Than in '51

SALES of TV receivers in the first three months of 1952 totaled 13,6[illegible] units valued at $6,925,240, as compared to 14,052 units valued at $7,696,855 in the first three months of last year, according to the Radio-Television Mfrs. Assn. of Canada. Total of Canadian TV set sales to end of March 1952 was 92,289 sets valued at $44,439,[illegible] Inventories at March 31 were 14,[illegible] sets.

Weekly Television Summary—May 19, 1952—Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	14,400
Ames	WOI-TV	90,456
Atlanta	WAGA-TV, WSB-TV WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	385,876
Binghamton	WNBF-TV	62,400
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	144,000
Boston	WBZ-TV, WNAC-TV	886,349
Buffalo	WBEN-TV	264,618
Charlotte	WBTV	152,096
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,133,992
Cincinnati	WCPO-TV, WKRC-TV, WLWT	348,000
Cleveland	WEWS, WNBK, WXEL	613,548
Columbus	WBNS-TV, WLWC, WTVN	227,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	166,000
Davenport	WOC-TV	98,445
QuadCities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	235,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	162,384
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	166,000
Grand Rapids	WOOD-TV	217,081
Greensboro	WFMY-TV	113,034
Houston	KPRC-TV	141,000
Huntington-Charleston	WSAZ-TV	84,750
Indianapolis	WFBM-TV	232,000
Jacksonville	WMBR-TV	56,000
Johnstown	WJAC-TV	151,775
Kalamazoo	WKZO-TV	200,040
Kansas City	WDAF-TV	206,598
Lancaster	WGAL-TV	146,631
Lansing	WJIM-TV	90,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,232,000
Louisville	WAVE-TV, WHAS-TV	
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	
Memphis	WMCT	
Miami	WTVJ	
Milwaukee	WTMJ-TV	
Minn.-St. Paul	KSTP-TV, WTCN-TV	
Nashville	WSM-TV	
New Haven	WNHC-TV	
New Orleans	WDSU-TV	
New York-Newark	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	
Norfolk	WTAR-TV	
Oklahoma City	WKY-TV	
Omaha	KMTV, WOW-TV	
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	
Phoenix	KPHO-TV	
Pittsburgh	WDTV	
Providence	WJAR-TV	
Richmond	WTVR	
Rochester	WHAM-TV	
Rock Island	WHFB-TV	
QuadCities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	
San Antonio	KEYL- WOAI-TV	
San Diego	KFMB-TV	
San Francisco	KGO-TV, KPIX, KRON-TV	
Schenectady-Albany-Troy	WRGB	
Seattle	KING-TV	
St. Louis	KSD-TV	
Syracuse	WHEN, WSYR-TV	
Toledo	WSPD-TV	
Tulsa	KOTV	
Utica-Rome	WKTV	
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	
Wilmington	WDEL-TV	

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 17,[illegible]

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

THE FIRST JOINT AWARD *to be made by the George Foster Peabody Board went to Atlanta's WSB and WSB-TV. The citation was for "meritorious regional public service". And advertisers are given another insight on why, in every audience survey ever made in Atlanta by a recognized authority, these stations have been dominant firsts.*

wsb The Voice of the South | **wsb-tv** World's tallest TV tower

Affiliated with the Atlanta Journal and Constitution. Represented by Edward Petry & Co., Inc.

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

No City In The
U. S. That Was
Smaller Than
San Diego In
1900 Is Larger
Today .... BUT
Some 206 Cities
That Were Larger
In 1900, Have
Been PASSED
IN GROWTH
by San Diego!

Wise Buyers
Buy-
KFMB
For
More
Business!
KFMB-TV
Channel-8
KFMB-AM
550 - K.C.
John A. Kennedy, owner
Howard L. Chernoff, Gen. Mgr.
Represented by The Branham Co.

RECRUITING

Film Spots Planned In Air Cadet Drive

FILMED spots to encourage Air Force cadet enlistment loom important in the extended media allocations plan being molded for military recruiting, it was revealed last week.

A series of one-minute and 20-second announcements will be distributed to the nation's 108 TV stations by June 1 with the request that they incorporate them in their programming as a public service.

This was the latest development in the new advertising program being planned by Grant Adv. for the Defense Dept.'s Military Personnel Procurement Service, handling Air Force and Army recruitment. An estimated $200,000 is to extend the recent interim campaign, with a portion earmarked again for radio spots and other select media [B•T, May 5].

The film spots will promote Air Cadet enlistments primarily, it was understood. Similar films during the recently-concluded interim drive stressed pilot training and aircraft observation. A series of three prints was prepared at an estimated $7,000, with virtually all for TV production. There was no immediate indication of cost for the new series.

It was revealed that the Air Force will spend $20,125 out of an $80,000 ad budget for radio spots. The supplemental campaign got underway May 11 and will run through June 29. Hope was expressed that more funds will be made available.

The new media program just launched is smaller than the original campaign because of the less substantial fund allocation. Of the $200,000 now available—compared to $550,000 spent in the first drive—it was estimated authoritatively that radio will derive perhaps $25,000-$35,000 at the outset for both Air Force and Army recruiting. Radio's share in the last campaign was approximately $95,000.

Spot Schedule

The radio spot schedule calls for spots over independent outlets of the Keystone Broadcasting System and 13 50-kw area stations. In each case, the announcements will support printed advertisements in Sunday supplements.

A Grant executive told BROADCASTING • TELECASTING that without radio's support with spots, the campaign could not be successful. "We need radio's impact to provide the clincher in these areas—to get our target audience to respond to what it has read," he explained, referring particularly to college students as prospective aviation cadets. Field recruiting officials attest to radio's effectiveness here, he added.

The Army made recruiting of women one of its most ambitious activities during the last interim campaign, allotting $65,000 for a series of 36 pin-pointed spots—25 for WACS and 11 for nurses. Neither Pentagon personnel authorities nor Grant Adv. could report actual results on any specific enlistment drive.

Meanwhile, a Senate Appropriations subcommittee under Joseph O'Mahoney (D-Wyo.) has begun hearings on the Defense Dept.'s overall 1953 budget. It was believed recruiting authorities would be called to testify later this month.

Of prime importance is the $1,050,000 requested for radio, TV and other media, which the House indirectly slashed in wielding the axe on maintenance-operation funds containing $12.5 million for overall recruitment [B•T, April 14].

While hearings will center on the '53 budget, discussion almost certainly will arise on the $2.1 million still attached in the 1952 Military Appropriations Act. Basis for this belief is the report that some Appropriation Committee members of Congress would be willing to thaw the freeze if part of the monies are deducted from the '53 budget [CLOSED CIRCUIT, May 5]. This possibility, it was understood, originally was posed by House members earlier this year.

STANDARD OIL

Switches to Local TV

STANDARD OIL Co. of Indiana will drop *The Wayne King Show*, which it has sponsored on a 10-station NBC-TV hookup for three years, because of costs, and will substitute its schedule with a series of local telecasts in its distribution area.

Wesley I. Nunn, advertising manager of the midwest company, said the firm has been "handicapped" in getting maximum benefit from the weekly show because costs for 10 stations in eight states "are nearly as great as they would be if a nationwide network were used."

Standard uses local radio heavily in its 18-state distribution area, and plans to follow a similar buying format in the use of TV, Mr. Nunn said. The company will first experiment in major networks, such as Chicago, Milwaukee and St. Paul, and then broaden coverage.

Contract cancellation with NBC is effective June 26. Agency is McCann-Erickson, Chicago.

ABC TV Center

ADDITIONAL 13,000 square feet of building is now under construction at ABC Television Center in Hollywood with completion scheduled for September. Executive bungalow, housing TV sales, program and production staffs, acquires added wing. Master control building will be extended to accommodate engineering and film department, and other plans call for scene storage dock plus shop for remote truck and other vehicles.

'WASP' SCOOP

Claimed by WPIX (TV)

ESSO Standard Oil Co. and WPIX (TV) New York have claimed a newsbeat in the telecasting of pictures of the crippled carrier *Wasp* after its high-seas collision with the destroyer *Hobson*.

The pictures were made 650 miles at sea from a plane carrying WPIX's newsreel cameraman Frank Hurley and Esso reporter Kevin Kennedy, and were shown the same day (May 2) in a 20-minute 8:30 p.m. showing via WPIX. Esso, whose affiliate, Atlas Supply Co., provided the plane, later made the film segment available to other stations carrying the *Esso Reporter* TV show: WBAL-TV Baltimore, WBZ-TV Boston, WTOP-TV Washington, WTVR (TV) Richmond and WDSU-TV New Orleans.

Meanwhile, NBC-TV's early morning *Today* program showed the *Wasp's* arrival in New York harbor last Tuesday morning. NBC newsman Merrill Mueller described the scene and also interviewed several of the survivors of the *Hobson* when they were taken ashore.

PHILCO SALES

Over $84 Million Reported

PHILCO Corp. sales for the first quarter of 1952 totaled $84,239,000, William Balderston, president, announced last week.

This figure was larger than for any similar period in the corporation's history except that of a year ago, when customers were anticipating serious shortages of appliances and TV receivers, Mr. Balderston explained.

Earnings after taxes for the first three months of 1952 were $2,341,000 or 64 cents per common share after preferred dividends, he revealed.

In the same period last year, Mr. Balderston continued, sales were $113,524,000 and net income, which has been restated to give effect to the retroactive increase in federal income taxes, was $3,521,000 or 97 cents per share of common stock.

Mr. Balderston reported on the work that Philco has been doing in transistors. In outlining transistor advantages, he said that transistors' major contribution "will be to extend the applications of electronic equipment to new fields and to greatly extend the present frontiers of communication."

DuMont Sales Spurt

HERBERT E. TAYLOR, manager of Allen B. DuMont Labs. Television Transmitter Div., last week reported a "sharp upswing" in manufacturing and sales. He said deliveries for the first four months of 1952 averaged over 300% more than for the same period in 1951. Transmitter sales were 180% greater.

GPL Equipment goes Cross-Country

Included in cross-country demonstration unit is the GPL Utility Projector, with "3-2" intermittent which permits use with I.O. camera for film telecasting from remotes.

Compact GPL studio camera chain fits easily in station wagon, and may be operated from there, drawing power by cable from studio and returning signal to transmitter.

...to Drive its Story Home!

Stations all over the country will soon be able to see GPL TV equipment in operation right in their own studios. They can compare it with their present equipment, try it for compactness, smooth efficiency, flexibility, operational simplicity, and overall performance quality. Maintenance-minded engineers will examine its swing-up, swing-out panels. Camera and camera control men will note its many new operating features—pushbutton turret control, remoting of focus, turret and iris—all engineered for faster, smoother control.

Be sure *your* station is on the schedule of the GPL Mobile Unit Tour. *See* why network users have said: "Best picture on the air today!" Compare "the industry's leading line—in quality, in design."

Write, wire or phone today, and we'll work your station into our itinerary for earliest possible dates.

General Precision Laboratory GPL
INCORPORATED
PLEASANTVILLE NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

DENVER HOME SHOW

On KFEL Closed Circuit

ENTERTAINMENT aspects of the sixth annual Metropolitan Denver Home Show, May 11-18 at the U. of Denver, were telecast via KFEL Denver closed circuit on 28 exhibitors' TV receivers.

KFEL reports it the most ambitious closed circuit video production in Denver to date. The telecasts enabled thousands of home show visitors to view the entire stage performance on the exhibitors' receivers.

WORLD VIDEO ENDS

CBS-TV Gets Last Show

A STOCKHOLDERS vote April 25 brought about discontinuation May 2 of operations by World Video Inc., pioneer television package firm organized in December 1947 and which had been a "school" for such executives and talent as Henry White, Dick Gordon, Wendy Barrie and Faye Emerson.

Independent's demise, although it had been operating in the black, was brought about when its last show on the air, *Celebrity Time*, was taken over for the sponsor, B. F. Goodrich Co., and its agency, BBDO, by CBS Television. Network was understood to have made "certain concessions" in taking over production and to have offered plans for lifting the program's rating to meet the competition of Red Skelton, opposing on NBC-TV.

TV COVERAGE

RTMA Predicts Expansion

TELEVISION station coverage will be extended this year in 25 TV areas, with stimulation of receiver sales, according to the Sales Managers Committee of Radio-Television Mfrs. Assn. The committee has completed a study of immediate effects of the FCC thawing of TV station construction.

First TV areas to benefit, the committee reports, will be cities in which 30 channel shifts of existing TV stations have been ordered by the FCC. "This will result from expected increases in transmitting power which will be available to these stations at the same time they change channels," according to the committee.

Data on station power increases were received by the committee from W. L. Stickel of Allen B. DuMont Labs. Mr. Stickel told the committee TV markets in the 25 areas may be expected to be extended several miles by reason of power increases that vary according to channels involved.

Cites Priority

Committee chairman is R. J. Sherwood, of Hallicrafters Co. The committee reminded that FCC has stated it will give priority to processing of applications for channel shifts ordered in its recent allocations report and to requested power increases, beginning July 1. It added that hearings are not likely to be necessary in most instances.

Cities in which TV channel transfers have been ordered, with stations and channels involved, follow:

Areas	Stations	Present Channels	Assignments Proposed
Chicago	WBKB (TV)	4	2
Pittsburgh	WDTV (TV)	3	2
Cleveland	WXEL (TV)	9	8
	WNBK (TV)	4	3
Milwaukee	WTMJ-TV	3	4
Cincinnati	WLWT (TV)	4	5
	WKRC-TV	11	12
	WCPO-TV	7	9
Providence, R. I.	WJAR-TV	11	10
Atlanta	WLTV (TV)	8	11
Norfolk-Portsmouth Newport News, Va.	WTAR-TV	4	3
Louisville	WAVE-TV	5	3
	WHAS-TV	9	11
Birmingham	WBRC-TV	4	6
Albany-Troy Schnectady, N.Y.	WRGB (TV)	4	6
Columbus, Ohio	WLWC (TV)	3	4
Rochester	WHAM-TV	6	5
Memphis	WMCT (TV)	4	5
Dayton, Ohio	WLWD (TV)	5	2
	WHIO-TV	13	7
Syracuse	WSYR-TV	5	3
Grand Rapids, Mich.	WOOD-TV	7	8
Wilmington, Del.	WDEL-TV	7	12
New Haven, Conn.	WNHC-TV	6	8
Johnstown, Pa.	WJAC-TV	13	6
Davenport, Ia.-Moline-Rock Island, Ill.	WOC-TV	5	6
Lancaster, Pa.	WGAL-TV	4	8
Huntington, W.Va.-Ashland, Ky.	WSAZ-TV	5	3
Bloomington, Ind.	WTTV (TV)	10	4
Ames, Ia.	WOI-TV	4	5

RTMA announced last week that 1,277,512 TV receiving sets had been shipped to dealers in the first three months of 1952, compared to 1,814,767 sets in the same period of 1951. March shipments, estimated at 471,015 sets, were over the 434,808 sets shipped in February.

First-quarter set shipments:

State	Total
Alabama	15,518
Arizona	3,180
Arkansas	3,689
California	114,661
Colorado	592
Connecticut	33,369
Delaware	4,726
District of Columbia	12,080
Florida	15,334
Georgia	26,605
Idaho	18
Illinois	73,418
Indiana	56,132
Iowa	25,579
Kansas	8,251
Kentucky	18,888
Louisiana	9,986
Maine	1,747
Maryland	21,460
Massachusetts	57,506
Michigan	55,590
Minnesota	20,111
Mississippi	2,844
Missouri	35,233
Montana	15
Nebraska	11,659
Nevada	8
New Hampshire	4,957
New Jersey	51,883
New Mexico	1,597
New York	155,236
North Carolina	27,623
North Dakota	12
Ohio	109,377
Oklahoma	15,147
Oregon	26
Pennsylvania	125,589
Rhode Island	9,060
South Carolina	6,559
South Dakota	95
Tennessee	17,411
Texas	39,655
Utah	7,468
Vermont	1,359
Virginia	24,646
Washington	14,987
West Virginia	14,241
Wisconsin	22,373
Wyoming	12
Total:	1,277,512

PEABODY AWARD 1951

originating Station of

THE JOHNS HOPKINS SCIENCE REVIEW

Around Baltimore they always keep an eye on

WAAM

TELEVISION

CHANNEL 13

Affiliate DuMont Television Network—American Broadcasting Co.
Represented nationally by Harrington, Righter & Parsons, Inc.

NEW FTL DEVELOPMENT

Is Antenna-Amplifier

HIGH-GAIN antenna and power amplifier unit, designed meet the new FCC specifica of 316 kw maximum effective ated power for VHF Channels was announced last week by eral Telecommunication Nutley, N. J., research assoc of the International Telephone Telegraph Corp.

Of light weight and simple structure, the antenna-amp combination can be installed relative ease on either new existing towers and requires one transmission line, compa said. The equipment can be dri from any existing 5 kw TV tra mitter without modification to driver, and its input impedance said to be sufficiently resistiv that physical location is not critical matter.

TV PROBLEMS

Faught Cites in 'Look'

"THE future of television hang in the balance," according to Millard C. Faught, New York pub policy adviser identified as a tel vision economic consultant, in a May 6 issue of *Look* magazine.

Lifting of the TV station freez Dr. Faught wrote, will be "just headline of hope until a long list TV problems are solved." What boils down to, he observed, is th "we are trying to build televisio future on a single source of reven —the advertiser's dollar."

Dr. Faught said he was "i mediately assailed or ignored" the broadcasting industry in 19 when he predicted that a netwo of 1,000 TV outlets, programm only 70 hours a week, would re quire the "appalling" sum of $1,740,352,500 in advertising. Ad vertisers would have to sell mo than $80 billion in goods via T to justify such a TV outlay. "No we are talking about building two as many stations as my 1,000 a programming them twice as ma hours a week."

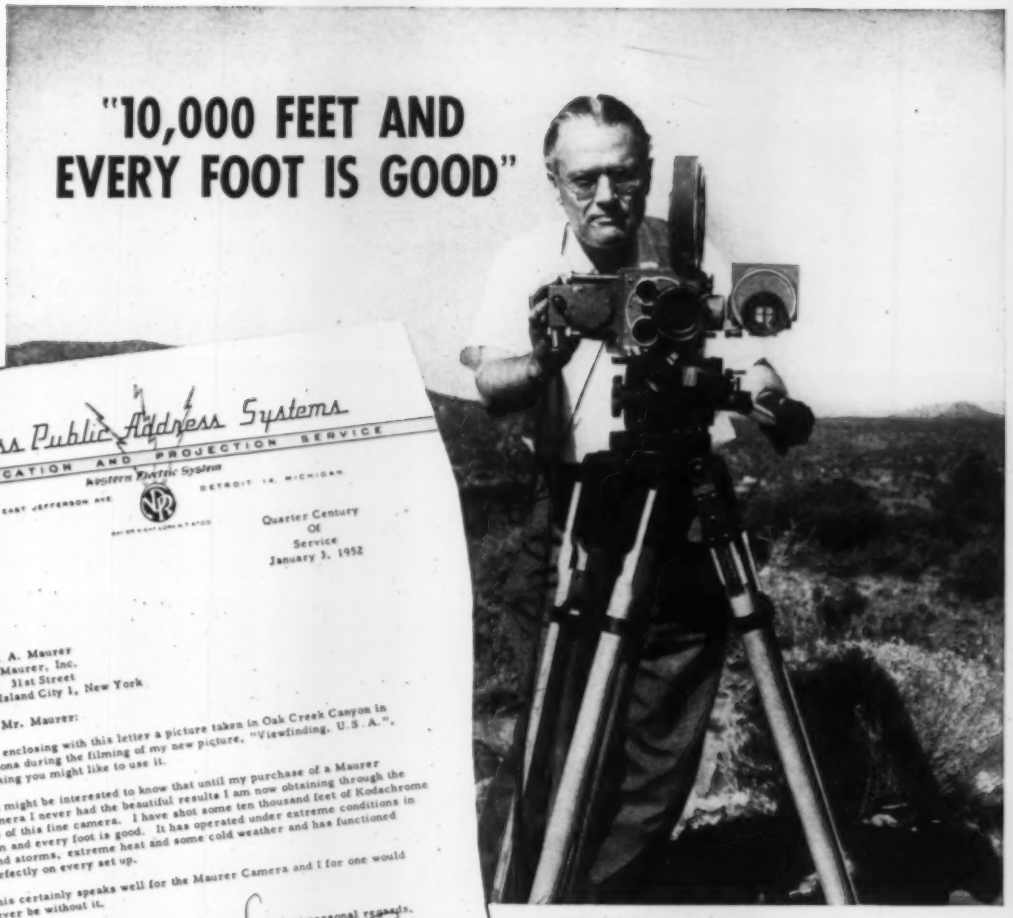
Look magazine itself guess that 1,000 stations programming hours weekly now require an a nual budget of $3,500 million.

Predicting that many areas w continue without TV stations—e though the freeze has ended—b cause they will not be able to su port local service on advertisi alone, Dr. Faught, a consultant Zenith, developer of Phonevis suggested that a pay-as-you-s plan is the solution.

Truman Gets Tour Film

BARNEY BALABAN, presid Paramount Pictures Corp., w week presented President Trum with a 50-minute, 35mm film r cording of the President's pe sonally conducted tour of the Wh House May 3. The film will beco a part of Mr. Truman's perso film library.

"10,000 FEET AND EVERY FOOT IS GOOD"



Reiss Public Address Systems

AMPLIFICATION AND PROJECTION SERVICE

Western Electric System

7020 EAST JEFFERSON AVE. DETROIT 14, MICHIGAN

Quarter Century
Of
Service
January 3, 1952

Mr. J. A. Maurer
J. A. Maurer, Inc.
37-01 31st Street
Long Island City 1, New York

Dear Mr. Maurer:

I am enclosing with this letter a picture taken in Oak Creek Canyon in Arizona during the filming of my new picture, "Viewfinding, U.S.A.", thinking you might like to use it.

You might be interested to know that until my purchase of a Maurer Camera I never had the beautiful results I am now obtaining through the use of this fine camera. I have shot some ten thousand feet of Kodachrome film and every foot is good. It has operated under extreme conditions in sand storms, extreme heat and some cold weather and has functioned perfectly on every set up.

This certainly speaks well for the Maurer Camera and I for one would never be without it.

Kindest personal regards.

N. D. Reiss

NDR:rmd
Enc.

N. D. REISS, *(author of the letter at left) of Reiss Public Address Systems, Detroit, shown in action with his Maurer 16mm.*

THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).

THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.

THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

maurer

means finer motion pictures!

J. A. MAURER, INC.

37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California

16mm maurer

CABLE ADDRESS: JAMAURER

CITRUS BUDGET

TV To Get Large Share

ADVERTISING budget assigning $514,928 to radio and television has been approved by the Florida Citrus Commission of Lakeland. The figures were unchanged from the tentative budget proposed in early March by J. Walter Thompson Co., New York [B•T, March 17]. Of the total, $125,000 is earmarked for radio; $389,928 for TV.

The lion's share of the overall commission's advertising budget, $2,300,000, for the year beginning July 1, goes to the J. Walter Thompson Co. The agency holds a reserve fund for citrus advertising which is allocated as special needs arise. The agency's most recent expenditure, in addition to the regular radio-TV budget, was $14,200 spent on the NBC-TV show *Today*.

Present from the New York office of the J. Walter Thompson Co. at the advertising committee and full commission meetings were Don Francisco, vice president, and David O. Corey. Manager of the Lakeland office is J. H. Forshew. Ralph Henry is advertising manager of the Florida Citrus Commission.

Cuts of $15,000 and $28,000 were made in advertising budgets for consumer publicity advertising and medical advertising, handled by Dudley, Anderson & Yutzy, N. Y., and Noyes & Sproul Agency, N. Y., respectively. Presentations on their work during the past year were made by George Anderson and Kay Titus of Dudley Anderson & Yutzy, and by Dorothy Noyes of Noyes & Sproul Agency.

Under the budget just adopted, Dudley, Anderson & Yutzy will receive $40,000 and the latter agency, $75,000. These appropriations may be reconsidered at the June meeting.

NEW hour-long children's Sunday audience-participation show has been introduced on KTTV (TV) Hollywood. Show, *Mr. Whistle*, features Nick Nelson, radio's Uncle Whoa Bill, and is packaged by Television Assoc. Productions, Los Angeles.

WOC-TV

Feature Film Series

SKYROCKETS

LAGGING AUTOMOBILE SALES

Around Jan. 1, auto sales lagged. To whip this lag, Bill Piggott, head of Rock Island Nash agency bearing his name, got Nash dealers in area to sponsor late Saturday night film series on WOC-TV. Program titled "Airflyte Theater" debuted Jan. 19—fifteen dealers participating.

By end of January, Piggott had sold 15 new cars. Appearing on Feb. 16 program, he displayed chart showing only 3 new cars left at his agency. Told viewers to hurry if they wanted one of these. With sale of these 3 cars by 11 o'clock next morning, *Piggott had moved 31 new Nashes 3 demonstrators. . . .* ALL WITHIN MONTH OF FIRST TELECAST.

"Airflyte Theatre" is now in its second 13-week cycle and other Nash dealers sponsoring series report sales successes similar to Piggott's. Proof that WOC-TV *Sells* . . . for further proof get facts from your nearest F & P man . . . or us, *direct*.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV
Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS, *Resident Manager*
Davenport, Iowa

PUPILS ON TV

WMAR-TV Undertakes Series

TV VIEWERS in Baltimore are watching their children at schoolroom activities after the inauguration May 8 of *Your Child in School* on WMAR-TV there.

The Thursday morning half-hour program will continue through June 5, having begun with televising of a group of six-year-olds studying plant life in the first grade at Glendale school, Harundale. Unrehearsed and unstaged, it picks up the classroom techniques used by teachers and the responses of children as they learn.

The TV version was adapted from a feature of the same name which has run in the *Evening Sun*, published by the A. S. Abell Co., licensee of WMAR-TV, since September 1948 and which in 1949 brought the newspaper the annual award of the Education Writers Assn. for the articles by Robert S. Moyer, former *Evening Sun* reporter. The TV program last Thursday featured a mock political convention at Baltimore Polytechnic Institute. Other programs set are a school "beauty unit," home economics and physical education activities.

Aimed at showing the day-to-day learning processes of children from kindergarten through high school, the newspaper feature has reported the names and activities of nearly 7,700 pupils in more than 200 classrooms.

CANADIAN HOCKEY

Imperial Oil to Telecast

FIRST commercial television account known to go on Canadian stations at Toronto and Montreal, will be Imperial Oil Ltd., Toronto, with its Saturday evening hockey broadcasts all winter. Imperial Oil uses Trans-Canada network radio for its weekly hockey broadcasts. It will telecast its games at Toronto and Montreal as well for about one hour, from 9:30 to 10:30 p.m., when games usually end. Radio hockey broadcast is from 9 p.m. to end.

While no definite contract has been signed yet, Imperial Oil and its agency, MacLaren Adv., Toronto, are emphatic that hockey will be telecast this coming winter on a commercial basis, if CBC-TV Toronto and CBC-TV Montreal get on the air as planned by early September.

NCAA Meet Postponed

NEWS conference was called for Thursday by the National Collegiate Athletic Assn. early last week, purportedly to explain the television committee's 1952 plan for football telecasts [B•T, May 12]. Conference was later postponed to an undetermined date, however, with director Asa S. Bushnell attributing the move to "technical difficulties."

CBC-TV RATES

Set for Toronto, Montreal

RATES have been announced by Canadian Broadcasting Corp. for its first television stations at Toronto and Montreal, effective September 1, 1952. Rates include station time, production staff and technical facilities for rehearsal and production of program, and rehearsal of commercials to a limited time.

Rates start with one hour at $1,600 at CBC-TV Toronto, and $500 at CBC-TV Montreal, with hours rehearsal time included.

Until a microwave relay system is in operation between Toronto and Montreal, expected early in 1953, CBC will provide kinescope recordings without charge for sponsors using a live show on both stations originating at either Toronto or Montreal.

For microwave relay of American originating programs from Buffalo to Toronto, which service now is almost ready, CBC charges start at $150 for one hour, $100 for 30 minutes and $75 for 15 minutes.

Rates at Toronto are $1,280 for 45 minutes, 3 hours rehearsal; $960 for half-hour, 3 hours rehearsal; $800 for 20 minutes, 2 hours rehearsal; $640 for 15 minutes, 2 hours rehearsal; $560 for 10 minutes and $400 for 5 minutes, with one hour rehearsal in both cases. Flashes are $240 for 20 seconds, $120 for 8 seconds, with no rehearsal time given. Rehearsals for more than time given is at rate of $50 for each half-hour or fraction thereof.

At Montreal, same rehearsal times apply and rates are $400 for 45 minutes, $300 for 30 minutes, $250 for 20 minutes, $200 for 15 minutes, $175 for 10 minutes, $125 for 5 minutes, $75 for 20 seconds and $37.50 for eight-second flashes.

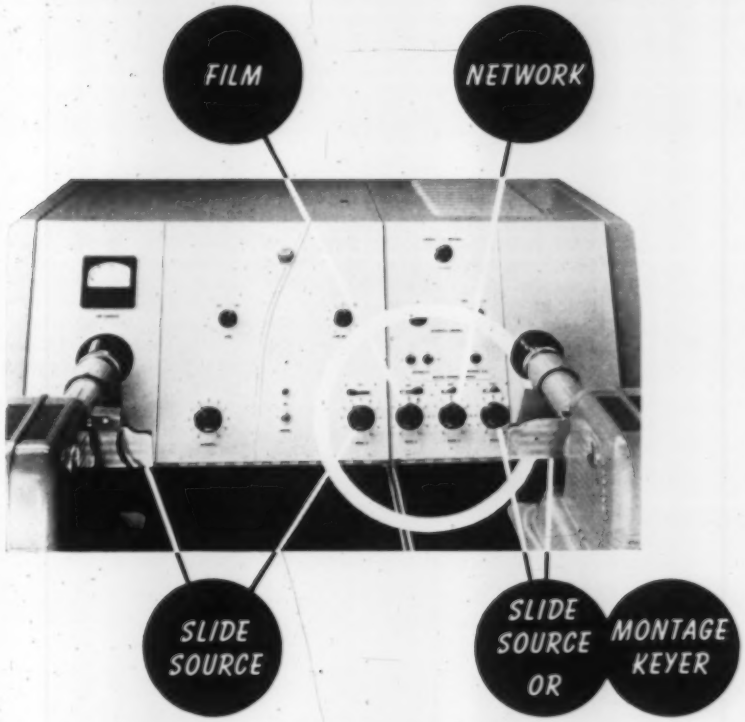
Difference in rates between Toronto and Montreal are due to number of TV receivers. In the Toronto area there are about 50,000 sets now in use, tuning to WBEN-TV Buffalo. Montreal has less than 100 sets at present, but expects big sales there this summer and fall.

'Milwaukee Newsreel'

WTMJ-TV Milwaukee's *Milwaukee Newsreel*, sponsored by Milwaukee Gas Light Co., has been declared first award winner among video shows sponsored by a public utility firm throughout the nation. Award to the quarter-hour Wednesday evening program was made at the annual meeting of the Public Utility Adv. Assn. in Minneapolis. Program content is handled by the WTMJ-TV news staff, headed by Jack Kreuger, news editor. Art Olszyk supervises assignments and editing, and writes the continuity. Filming is by Cliff Sager Productions, Milwaukee. Narrator is Bob Kelly and director is George Marr, both of WTMJ-TV. Ken Hegard, of the Cramer-Krasselt Agency is account executive.

TV PROGRAM CONTROL AT ITS VERY BEST WITH

FEDERAL'S POLY-EFEX SCANNER FTL-93A



The varied transition techniques and special effects required for up-to-date programming can be accomplished with the utmost operating ease by the FTL-93A. The key to its many applications is its four channel video switcher for the two self-contained slide sources plus any two external signal sources—film, network, studio, or remotes. It permits montages, superimpositions, wipes, lap dissolves, 3 speed automatic or manual fades of all four signals to be done skillfully and effectively at one convenient operating position.

Call your Graybar distributor and have him explain how the Poly-Efex Scanner can serve your programming facilities.

FEDERAL TELECOMMUNICATION LABORATORIES FTL

Distributed by GRAYBAR

Federal Telecommunication Laboratories, Inc.

An Associate of the International Telephone and Telegraph Corp.

500 Washington Ave., Nutley, N. J.

Canadian Distributor: Federal Electric Manufacturing Co. Ltd., Montreal, P. Q.

Export Distributor: International Standard Electric Corp., 67 Broad St., New York

ATOMIC TELECAST

KTLA Covers Second Blast

ATOMIC test May 1 at Yucca Flat, Nev., was covered exclusively by KTLA (TV) Hollywood, the station has reported. Blast was picked up with a 40-inch lens from atop Mt. Charleston, 9,000-ft. peak 40 miles from the detonation site.

Operation was under supervision of Klaus Landsberg, KTLA vice president-general manager, who employed specially calculated filters to reduce glare. In addition to filters and special lens, KTLA used 40-inch Zoomar and other telescopic lenses, and a special relay system which Mr. Landsberg had set up for the April 22 atomic telecast [B•T, April 28].

◀ *Mr. Landsberg (l) and Lt. Thomas Young discuss last minute details of atomic test coverage.*

SEG Pact Approved

AFL Screen Extras Guild members have approved a new six-year collective bargaining contract covering TV films as well as movies. Made with the Assn. of Motion Picture Producers, the pact increases general extra rate from $15.56 to $18.50 per day and dress extra from $22.23 to $25 [B•T, April 14]. Running to Jan. 2, 1958, both SEG and producers have the right to reopen the contract at the beginning of 1954 and 1956 if the cost-of-living index rises 5% or more above Oct. 15, 1951. SEG has the right to reopen the contract for negotiations on wage rates only.

$1 MILLION SUIT

Film Companies Cited

SUIT for $1 million against Pathe Industries, United Artists, Eagle-Lion Studios and others has been filed in Los Angeles Federal Court.

The filing was made by Ellen Levinson, assignee of Vinson Pictures Corp., who charged violation of a distribution agreement.

Involved are two films, "Sharmock Hill" and "An Old Fashioned Girl," produced by Equity Films in which the Vinson firm holds a half-interest. The films were released to television through Motion Pictures for Television Inc., the suit stated.

Simultaneously filed in Superior Court was also a foreclosure suit on Equity Films' interest in those films based on two chattel mortgages held by Vinson Pictures Corp. and assigned to Miss Levinson.

Suit charges the films were "wrongfully" released for TV to Motion Pictures for Television Inc., before full theatrical distribution had been made. As a result of the allegedly premature release of the films to TV, the charge was made that the theatre value of the films was lessened.

Among other requests, the suit asks for an injunction to restrain distribution of the two films to television.

WJIM-TV MICROWAVE

AT&T to Take Over Relay

HAROLD F. GROSS, president-owner, WJIM-TV Lansing, Mich., announced last week that on June 1 the station's privately-owned microwave relay facilities will be taken over by the American Telephone & Telegraph Co.

Mr. Gross said this move was part of a comprehensive new building program designed to serve the central Michigan area better. AT&T Long Lines Dept. is completing construction of microwave links at Detroit, Milford, Dansville and Lansing, it was further explained last week.

ATLANTA ASPIRANTS

Jaycees Pay WLTV(TV) Tab

POLITICAL telecasting was subject of a new twist last week when WLTV (TV) Atlanta and the city's Junior Chamber of Commerce combined forces on a commercial basis to present a series of four forum-type programs, *Meet the Candidates*, to the area's TV audience. Thirty-two candidates who figured in Fulton County primary elections on May 14 were brought before the TV camera on four successive evenings.

Unique feature of the series was that time consumed by the telecasts was purchased at straight card rates by the Junior Chamber of Commerce. The programs, according to William T. Lane, WLTV general manager, attracted a first-rate audience and proved to be profitable as well for the station. Funds for the time purchased were contributed by prominent civic minded Atlantans.

WBKB(TV) DRIVE

Hits $250,000 Palsy Goal

WBKB (TV) Chicago passed its $250,000 cerebral palsy telethon goal May 10-11, after 21½ hours of telecasting, the last 13 hours also broadcast by WCFL, the Chicago Federation of Labor station.

M.C. Irv Kupcinet, Chicago *Sun-Times* columnist and local radio and video personality, appeared with a varied panel of celebrities to answer telephone calls for cash donations, backed by more than 400 volunteer telephone operators working with 66 telephone lines.

The telethon took place in the Garrick Theatre, large audience studio used by the station and recently converted from a motion picture house by Balaban and Katz. Broadcast stars on hand included Burr Tillstrom and Fran Allison of *Kukla, Fran and Ollie;* Marty Hogan, Johnny Desmond and Don McNeill of *Breakfast Club.* Art Harre, WCFL general manager, also appeared as a guest telephone-answerer.

CHICAGO MOVIE HOUSES

Get Tax Aid for TV Inroads

MOVIE HOUSES in Chicago, Cook County will get tax relief for damages suffered as a result of television. This was reported last week by Frank Keenan of the Board of Tax Appeals, who said 100 of 400 county motion picture theatres have closed since television became popular.

He said 110 other theatres have applied for tax reductions on theatre structures. Relief will be proportionate to damage, and theatres operating only the main floor of a building may get a 20% lower valuation on the structure, he said.

KNXT (TV) POSTS

Linger Heads Sales Dept.

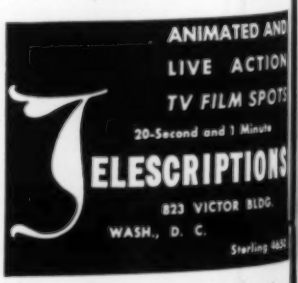
DEAN LINGER, for past 18 months advertising and sales promotion manager at ABC Central Division, Chicago, has been appointed manager of the enlarged sales promotion and publicity department at KNXT (TV) Hollywood, CBS owned-and-operated station, effective today (Monday).

Mr. Linger

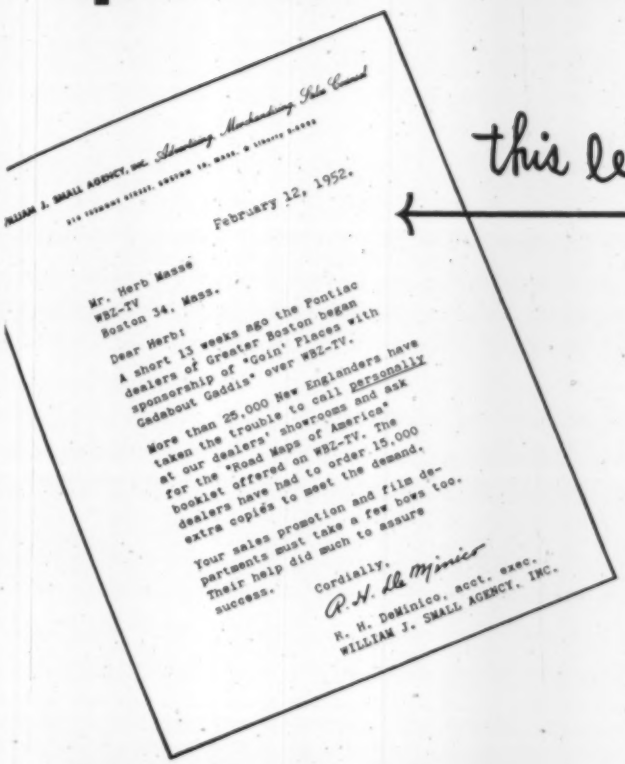
Simultaneously it was revealed by Wilbur Edwards, general manager, that Wayne Kearl, promotion manager at KSL Salt Lake City, joins KNXT (TV) as assistant sales promotion manager in charge of trade promotion. Ethel Gilchrist, KNXT promotion copywriter for the past year, has been elevated to assistant sales promotion manager in charge of audience promotion.

In his new capacity, Mr. Linger will direct a seven man department which will include publicity as well as sales, audience and trade promotion. Mr. Linger joined ABC's Chicago press department following World War II, and became assistant promotion director for the network in that city. In February 1949 he joined WXYZ Detroit as sales promotion manager, but returned to ABC a year later to assume the post he recently resigned.

Mr. Kearl during past seven years has been associated with both KSL and KSL-TV in various capacities. Miss Gilchrist came to KNXT from NBC-TV where she organized the first audience promotion campaign for its affiliated stations as a sales and consumer promotion writer.



WBZ-TV program brings 25,000 viewers into sponsor's salesrooms



February 12, 1952.

Mr. Herb Masse
WBZ-TV
Boston 34, Mass.

Dear Herb:

A short 13 weeks ago the Pontiac dealers of Greater Boston began sponsorship of "Goin' Places with Gadabout Gaddis" over WBZ-TV.

More than 25,000 New Englanders have taken the trouble to call personally at our dealers' showrooms and ask for the "Road Maps of America" booklet offered on WBZ-TV. The dealers have had to order 15,000 extra copies to meet the demand.

Your sales promotion and film departments must take a few bows too. Their help did much to assure success.

Cordially,
R. H. DeMinico
R. H. DeMinico, acct. exec.
WILLIAM J. SMALL AGENCY, INC.

this letter speaks for itself !

Can we do for others what we did for the Pontiac Dealers? Maybe even more.. because WBZ-TV's influence keeps getting stronger every day. For availabilities, check with WBZ-TV or NBC Spot Sales.

WBZ-TV

CHANNEL 4
BOSTON, MASS.
Represented Nationally by NBC Spot Sales

WESTINGHOUSE RADIO STATIONS Inc
KDKA • KYW • WOWO • KEX • WBZ • WBZA • WBZ-TV
Sales Representatives for the Radio Stations, Free & Peters

film report

Production . . .

Hoffberg Productions Inc., N. Y., has signed agreement with **Video Interfilm Corp.** of Berlin, Germany, to produce series of 13 half-hour ballet and operetta films plus 26 15-minute symphonic and ballet films in Western Germany. Each feature will carry an English commentary. The Bavarian Symphony & Opera Co. and Bavarian State Ballet will be featured.

* * *

Adolphe Wenland Productions, a newly-formed subsidiary of **Adolphe Wenland & Assoc.** (Hollywood radio-TV give-aways), has completed its first half-hour film in TV series tentatively titled *Around the World For a Song*. The films, produced at Cinematografica Cuanhtemoc, Mexico City, star **Andre Toffel**, French actor-singer, and feature European musical talent. **Henri Lube** is producer, **Hal Smith**, director, and **Fabian Andre**, musical director-composer. **Burt Wenland** represents his father on series.

* * *

Revue Productions, Hollywood subsidiary of **MCA** (talent agency), planning on 26 more half-hour TV films in *The Adventures of Kit Carson* series starring **Bill Williams**. Shooting is scheduled for July with **Sloan Nibley**, Western motion picture producer-writer, in the supervisory capacity.

A new TV series, featuring motion picture personalities, will be filmed by company with **Jennings Lang**, of MCA, heading this project.

* * *

Production has started on five new half-hour films by **Screen Gems Inc.**, Hollywood, for **duPont's** NBC-TV *Cavalcade of America* series. Scheduled are *Thomas Jefferson* by **Brown Holmes** for May 16 shooting; *Samuel Morse* by **Richard Blake** for May 23; *Nathaniel Hawthorne* by **David Dortort** for June 6; *Jefferson Davis* by **Warner Law** for June 20, and *John Honeymoon* by Mr. Dortort for June 27. **Jules Bricken**, assisted by **Eddie Saeta**, is producer-director.

* * *

New series of 13 15-minute films for television featuring sewing expert **Lucille Rivers** will be produced beginning in early June by **George F. Foley Inc.**, New York. Offered for early fall release, the series will be syndicated for sale to stations.

* * *

Al Buffington, Hollywood TV program packager-producer, is starting a 13 quarter-hour TV film series at General Service Studios, titled *Moments of Inspiration*. Narrating the films, dealing with inspiration as related to important people of history, is **Roy Maypole**, m.c. - producer - announcer, KTTV (TV) Hollywood.

* * *

Don McNamara, executive vice-president, Dudley Television Corp., Beverly Hills, and **Frank Ryhlick**, radio-TV director Ross, Gardner & White Adv., Los Angeles, are packagers-producers of a new quarter-hour KHJ-TV Hollywood program, *Hollywood Feature Story*. The show, spotlighting film clips from current first run motion pictures, is sponsored by **Columbia Utilities Inc.**, Los Angeles (Hotpoint kitchen appliances).

* * *

Travelogue library of **Burton Holmes**, recently acquired by **Sol Lesser**, is to be edited into 26 half-hour TV film series and released under title *It's a Small World*.

* * *

Elaine Starr, of **Elaine Starr Productions**, N. Y., has signed with **Leslie Raush**, producer, for production of new drama-documentary series of TV films titled *Hand and Seal*. Presented under name **Raush-Starr Production**, the first drama of series will be called *Let It Be Done*. Filming will begin May 26.

* * *

MCA TV announces start of a new series, *Secret Agent*, being filmed in Hollywood by Revue Productions.

* * *

Van Praag Productions, New York, film producer and distributor has announced formation of a new foreign language film production unit, specializing in film commercials, notably in Spanish. **William Van Praag**, firm's executive producer, said the move was prompted by "rapid expansion of TV outlets in the Latin American area, particularly in Mexico and Cuba." He noted that 10 Spanish-language television stations already are in operation and nine under construction or broadcasting test patterns, in addition to 24 TV construction permits issued in Mexico. The new Van Praag division will dub sound tracks and titles on existing film commercials and distribute new films in English and Spanish simultaneously.

* * *

Stage Society, Hollywood, formerly The Arthur Kennedy Little Theatre Group, will develop talent to be utilized by **National Repertory Theatre Inc.**, recently formed for production of TV films being financed and distributed by **Interstate Television Corp.**

* * *

Bing Crosby Enterprises, Culver City, has signed **Bobby Driscoll**, film actor, for the starring role in *The Best Years*, second half-hour film in writer **Louis Bromfield's** TV series.

The firm's *Corney Johnson*, half-hour TV film series, will star **Richard Rober**, stage-film actor, with **Bernard Gyrard** and **Richard Dorso** co-producing.

* * *

Penant Productions Inc., Hollywood, signs **Talent Assoc.** (casting agency) headed by **Fred Messenger** and **Jack Murtin**, to cast 13 half-hour *Date With Destiny* TV film series.

* * *

Sales . . .

Stegmaier Brewing Co., Wilkes-Barre, Pa., has started *Televideo Theatre*, series filmed by **Screen Televideo Productions**, Beverly Hills, and originally titled *Electric Theatre*, on WGAL-TV Lancaster, Pa., and WNBF-TV Binghamton, N. Y. The contract is for 13 weeks through McManus, John & Adams, New York.

* * *

Screen Gems Inc., N. Y., last week announced the sale of its *TV Disc Jockey Toons* to **Radio Tupi** (PREF-3 TV) Sao Paulo, Brazil—said to be the first Latin American television station to air the package. RCA's International Div. has acquired exclusive rights to *TV Toons* series for Sao Paulo, and telecasts of the feature will begin shortly, Screen Gems spokesman said.

* * *

Availabilities . . .

Hygo Television Films Inc., N. Y., has acquired 100 features and 85 short films for television which are available for immediate use, the firm announced last week.

* * *

Film People . . .

Edward Sedgwick, motion picture producer-writer-director, has been signed by **Desilu Productions**, Hollywood, as production supervisor on CBS-TV *I Love Lucy* series for **Philip Morris & Co.** Directing films of May 30 and June 6 is **William Asher**, TV film director, replacing **Marc Daniels** who has recently resigned to develop TV properties of his own.

* * *

Wally Fox has been set to direct the first cycle of 13 pictures of *Ramer of the Jungle* series for **Arrow Productions**, starring **Hall**. Production starts May

DTN NAMES TWO

Jacobs, Clark Join Sales

HERBERT H. JACOBS has been appointed sales manager for the DuMont TV Network's Film Dept. and Wilmer S. Clark has been named California representative for the department, Manager Donald A. Stewart announced last Monday.

Mr. Jacobs resigned as vice president and general manager of Stanton Television to join DuMont. He previously had filled comparable posts with Abbey Television and Atlas Television. He also was general manager for several motion picture theatre chains during the previous 15 years, and has directed advertising and public relations for hotel and retail store chains.

Mr. Clark has been associated with broadcasting since 1934, when he joined the sales staff of WOOD Grand Rapid. He subsequently was with Howard H. Wilson Co., station representative firm, as eastern office manager, and with WHDH Boston as sales director. Most recently, he has been sales manager of WJEF Grand Rapids.

UTP INCREASES SALES

Four More Reported

SALES in four more markets have been reported by United Television Programs, New York film distributor with ABC's WJZ-TV New York listed as having contracted for *Hollywood Off Beat* series in which actor Melvyn Douglas plays a private detective. Same program was also sold to WTVI (TV) Bloomington, Ind.

Other contracts recently completed by UTP sales representatives according to Aaron Beckwith, sales director, were for *Double Play With Durocher and Day*, which was purchased by the Aluminum Window and Awning Co. through Altmayer-Fox agency for WDAF-TV Kansas City.

Movie Quick Quiz, 15-minute quiz package prepared for five programs weekly, was placed on WDTV (TV) Pittsburgh, starting June 19. Brandt Baking Co. will sponsor. Ketchum, McLeod & Grove is agency.

INDUSTRIAL FILMS
TV SPOTS . . .
PROGRAMS

RKO PATHE, INC.

625 Madison Ave.
N.Y. 22, N.Y. • Plaza 9-3600

RANGERTONE
BEST FOR TV FILMS
USED BY
UNIVERSITY OF NORTH CAROLINA
SYNC-SOUND
RANGERTONE
73 WINTHROP ST
NEWARK 4, N. J.

TV FILMS AND FEATURES

Specialty Television Films, Inc.
1501 BROADWAY
NEW YORK CITY
LOngacre 4-5592
JULES B. WEILL, PRES.

TV TOPS . . . Hollywood features with well known stars are now available, CAGED FURY, FEAR IN THE NIGHT, SHAGGY, TAKE IT BIG, SWAMP FIRE, TORNADO, WRECKING CREW, WILDCAT, FOLLOW THAT WOMAN. Other available features are MAN IN BLACK, ROOM TO LET, WHAT THE BUTLER SAW, CONGORILLA, BORNEO, BABOONA, I MARRIED ADVENTURE.

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
Write • Wire • Telephone
For Audition Prints

TV DISC JOCKEY TOONS: Now it is possible for television stations to make use of radio's most profitable format: the record show! TV DISC JOCKEY TOONS are films that can be used with top current records of RCA VICTOR • DECCA • COLUMBIA • CAPITOL • MERCURY. A perfect library service for TV broadcasters everywhere!

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
Write • Wire • Telephone
For Audition Prints

WORLD'S GREATEST MUSIC: A series of 13 symphonic films with a fidelity of sound track that is amazingly realistic. Features the best-known compositions of TSCHAIKOWSKY • BEETHOVEN • SCHUBERT • WAGNER • MENDELSSOHN • • GRIEG. See and hear these masterpieces filmed with rhythmic beauty. Priced to suit every TV station's film budget.

Explorers Pictures Corp.
1501 BROADWAY
NEW YORK CITY
LOngacre 4-5592
JULES B. WEILL, PRES.

THE BIG GAME HUNT . . .
IN ACTION . . .

VIDEODEX REPORTS

LOS ANGELES . . .
Top Film Show
For Wednesdays
#2 of Ten Top TV Shows

DETROIT . . .
In Ten Top TV Shows
Solid 21.8 Rating.

Book it for Big Results
In Your Market

Telecast Films, Inc.
112 W. 48th Street
New York 36, New York
JUdson 6-5480

Strange and little known actualities gathered from all corners of the world. It's a show for the entire family. Your audience will anticipate each program. Be sure to send for our brochure for your program department.

British Information Services.
30 Rockefeller Plaza
New York 20, N. Y.
Lester Schoenfeld,
Distrib. Mgr.

"OUT OF TRUE"

An earnest and factual 40 minute account of a women's mental breakdown and subsequent recovery in a hospital where modern analysis and sympathetic treatment lay bare the cause of her troubles. This documentary is a slashing indictment against ignorance and fear of mental institutions, hailed by critics as greater than SNAKE PIT in its honest treatment of a great social problem. Contact us for booking information and rates in your area.

For more information please write direct to the distributors.

FINAL TELEVISION ALLOCATIONS REPORT

EXTRA COPIES AVAILABLE NOW AT $3.00 EACH

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.

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Please send ..... copies of the Final Television Allocations Report at $3.00 each.

☐ M/O, check ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

FCC actions

MAY 9 THROUGH MAY 15

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 91.

May 12 Decisions . . .

BY FCC BROADCAST BUREAU

Granted License

KALE Richland, Wash.—Granted license covering change in facilities, installation of DA-N, changes in ant. and redescribe trans. and studio locations; cond.

TV—Ch. 8

WHEN Syracuse, N. Y.—Granted mod. CP to change Vis. to 1.2 kw, aural to 0.6 kw, ant. to 930 ft. and change trans. location.

Extend Completion Date

KGEZ Kalispell, Mont. — Granted mod. CP for extension of completion date to 8-15-52; cond.

WIUC Urbana, Ill.—Granted mod. CP for extension of completion date to 11-15-52.

WBAL-TV Baltimore, Md.—Granted mod. CP to extend completion date to 7-20-52.

Following were granted mod. CPs for extension of completion dates as indicated:

WDMJ Marquette, Mich., to 7-1-52, cond.; KLX Oakland, Calif., to 11-13-52, cond.; WKBZ Muskegon, Mich., to 11-15-52 cond.; WJAT-FM Swainsboro, Ga., to 8-6-52.

To Change Antenna

WMAR-TV Baltimore, Md.—Granted CP to change type of ant.; ant. height 591 ft.

Granted License

KEPO El Paso, Tex.—Granted license covering increase in power and changes in DA, cond.: 690 kc, 10 kw-unl., DA-2.

KFXD Nampa, Idaho—Granted license covering increase in power and change to DA-N; cond.: 580 kc, 5 kw-unl., DA-N.

Granted CP

WJIM Lansing, Mich.—Granted CP to make changes in ant. system; cond.

KROW Oakland, Calif.—Granted CP to change trans. location and install new ant. system.

12½-hour Broadcast Day

KHIT Lampasas, Tex.—Granted authority to operate between 7 a.m. and 7:30 p.m. local time for period of 90 days.

ACTIONS ON MOTIONS

By Comr. George E. Sterling

WHIL Medford, Mass.—Granted petition for dismissal as moot of its application.

By Hearing Examiner J. D. Bond

Gulf Beaches Bcstg. Co., St. Petersburg, Fla.—Granted petition for leave to amend its application by substituting revised page in engineering statement.

Gulf Beaches Bcstg. Co., St. Petersburg, Fla.—Granted petition for leave to amend its application as heretofore amended, so as to substitute in engineering statement and exhibits revised engineering data; further ordered that objection and exception on behalf of WEBK Tampa, Fla., be, and each of them is hereby noted of record, and time within which appeal from this order may be taken, notwithstanding date hereinabove stated, is and shall be release date—May 8, 1952.

May 12 Applications . . .

ACCEPTED FOR FILING

AM—1010 kc

WAPF McComb, Miss.—Requests CP to increase power from 250 w to 1 kw.

AM—1300 kc

WEBK Tampa, Fla.—Request for CP to change frequency from 1590 kc to 1300 kc with 1 kw D AMENDED to change from non-DA- to DA.

AM—1330 kc

Voice of Birmingham, Birmingham, Ala.—Request for CP for new AM station on 1220 kc with 1 kw D AMEND... to change frequency to 1330 kc ... delete contingency upon WEDR ... linquishing 1220 kc.

Application Amended

Gulf Beaches Bcstg. Co., St. Pe... burg Beach, Fla.—Request for CP ... new AM station on 1310 kc with 1 ... D AMENDED re: officers and direct...

License for CP

WCLC Flint, Mich.—Requests li... for CP which authorized new AM s... tion and specify studio location as ... Metropolitan Bldg., Flint.

WLEU-FM Erie, Pa.—Requests l... cense for CP which authorized new ... station.

WHRM (FM) Madison, Wis.—R... quests license for CP which author... changes in non-commercial educati... FM station.

Extension of Completion Date

WNJR-FM Newark, N. J.—Requ... mod. CP for extension of complet... date of new FM station.

To Change Name

KMMJ Grand Island, Neb.—Requ... mod. license to change name of ... porate licensee from KMMJ Inc. ... Town & Farm Co.

License Renewal

Following stations request renewal ... license:

KCON Conway, Ark.; KXRJ Russ... ville, Ark., and WVMI Biloxi, Miss.

May 13 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

WSOO Sault Ste. Marie, Mich.—R... quests mod. license to increase pow... from 100 w-N to 250 w-N.

License for CP

KGMS Sacramento, Calif.—Request... license for CP which authorized ... AM station.

WTJH East Point, Ga.—Requests ... cense for CP which authorized pow... increase and change in studio locatio...

CP for CP

KWPM-FM West Plains, Mo. — Re... quests CP for replace CP which auth... ized new FM station.

Locations Determined

Estherville Bcstg. Corp., Estherville, Iowa—Request for CP new AM stati... on 1340 kc with 100 w unl. AMENDED ... to show trans. and studio location a... 0.6 mi. Northwest from West city li... its along State Highway 9.

Extension of Completion Date

WJAT-FM Swainsboro, Ga.—Request... mod. CP, which authorized new FM ...

Sell KTRC for $65,000

SALE of KTRC Santa Fe, N. M., to J. Gibbs Spring of Albuquerque for $65,000 was announced last week. FCC approval is necessary. Mr. Spring was formerly part-owner of WASK Lafayette, Ind. Selling the 250 w ABC-LBS station on 1400 kc are owners H. W. Wimberly and A. M. Cadwell. They retain the ownership of KOAT Albuquerque and KRSN Los Alamos, both 250 w stations, on 1240 kc and 1490 kc respectively. KTRC sale was handled by Blackburn-Hamilton Co.

APRIL BOX SCORE

STATUS of broadcast station authorizations at the FCC on April ... follows:

	AM	FM	TV
Total authorized	2,415	646	108
Total on the air	2,347	632	108
Licensed (all on air)	2,325	579	94
Construction permits	90	67	14
Total applications pending	976	133	644
Total applications in hearing	217	8	19
Requests for new stations pending	324	9	536
Requests for new stations in hearing	104	0	0
Requests to change existing facilities	209	13	53
Deletion of licensed stations in April	0	4	0
Deletion of construction permits	1	1	0

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station, for extension of completion date.

License Renewal

Following stations request renewal of license:

WEBJ Brewton, Ala.; KLIC Monroe, La.; WJPD Ishpeming, Mich.; WRBC Jackson, Miss.; KWIL Albany, Ore.; WKOK Sunbury, Pa.; WDXI Jackson, Tenn.; KMUW (FM) Wichita, Kan., and KOTV (TV) Tulsa.

TENDERED FOR FILING

AM—980 kc

KSGM Genevieve, Mo.—Requests CP to increase power from 500 w-D to 1 kw-D and to change from DA-DN to DA-N.

APPLICATION DISMISSED

Chapman Radio & Television Co., Birmingham, Ala.—DISMISSED application for CP new AM station on 1220 kc with 1 kw-D (contingent of WEDR relinquishing 1220 kc).

Guthrie Best. Corp., Guthrie, Okla.—DISMISSED application for CP new AM station on 1550 kc with 1 kw-D.

AUTHORIZATION FORFEITED

WWSC Glens Falls, N. Y.—FORFEITED CP which authorized change in frequency from 1450 kc to 1410 kc, power increase from 250 w to 1 kw and DA-N, etc.

APPLICATION RETURNED

KLX Oakland, Calif. — RETURNED application for CP to install new auxiliary trans.

KWPM West Plains, Mo. — RETURNED application for CP to change frequency from 1450 kc to 1330 kc, increase power from 250 w 1 kw-D, 500 w-N, and install DA-N.

(Continued on page 91)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Wanted immediately. Engineer for sales in broadcasting field. Must be under 30 and possess sales ability. Some travel—Chicago and vicinity. Excellent opportunity with well established company. Box 40P, BROADCASTING • TELECASTING.

Salesman — Progressive upstate New York AM-TV station offers excellent life-time opportunity to aggressive young man with good creative advertising sales background in radio, newspaper or agency field. State full particulars and starting salary required. Box 166P, BROADCASTING • TELECASTING.

Time salesman. Some experience necessary. Salary basis. State qualifications, etc., in first letter. Dept. P., WSAZ, Inc., Box 2115, Huntington, W. Va.

Announcers

Experienced announcer-engineer. Seventy-five start. Upper midwest. Box 26P, BROADCASTING • TELECASTING.

Announcer-engineer with first class ticket. Starting pay $75 for experienced man. Pennsylvania independent. Box 66P, BROADCASTING • TELECASTING.

Combination announcer-engineer wanted by Florida major network regional fulltime station. Special emphasis on announcing but must hold first class license. All applications confidential. Box 76P, BROADCASTING • TELECASTING.

Combination man with first class license for central Michigan station. Box 104P, BROADCASTING • TELECASTING.

News editor, gather and write local news. Newscasting and announcing. Fulltime independent eastern Penna. Prefer married man, draft exempt, must have 2 years experience. Box 164P, BROADCASTING • TELECASTING.

Combination man. Willing to work. First phone requisite. Northeastern Pennsylvania independent. Excellent library. Handle all types programs. Emphasis on announcing. Remuneration depends upon ability. Regular increases. Opportunity to sell and advance to executive positions. Car necessary. If you want all-round experience, this is your chance. Rush details, background, information. Box 169P, BROADCASTING • TELECASTING.

Disc jockey, three years experience, married, with good matured voice that can sell on air. KW fulltime independent eastern Penna. Successful operation, good staff, wonderful town. Box 165P, BROADCASTING • TELECASTING.

Combo first phone-announcer wanted, some experience preferred but will train beginner. Pleasant surroundings, congenial staff. Upper midwest. Box 172P, BROADCASTING • TELECASTING.

Combination announcer/engineer needed immediately for permanent position in Carolinas. Give full details including salary and phone number. Box 178P, BROADCASTING • TELECASTING.

Wanted: Announcer-engineer, heavy on announcing and must know engineering. Should have car. $85.00 week. Need commercial manager also. Louisiana. Box 190P, BROADCASTING • TELECASTING.

Combination man wanted. Very strong on announcing with 1st phone ticket. Florida location with congenial staff. Top wage to right man. Box 193P, BROADCASTING • TELECASTING.

Minnesota station wants announcer able to handle traffic work. Must be good typist. Good salary. Box 198P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer-engineer, accent announcing, $70.00 start. Contact Manager, KDKD, Clinton, Mo.

Wanted: Staff announcer who can also do good newscast. Please send all information, including salary requirements to KFBB, Great Falls, Montana.

Announcers with first class licenses. Experience desirable but ability and other qualifications more important. Send audition tape, details and references by air mail to KMVI, Wailuku, Maui, Hawaii.

Immediately—Combination first ticket, good voice, $285 per month start, extras, progressive station. Heart of trout fishing and elk hunting wonderland. Air mail disc, photo. KPRK, Livingston, Montana.

Combo man for 250 watt station, good voice. Chances to learn unlimited. Send qualifications, history, audition to KSYC, Yreka, California.

Experienced announcer-continuity writer, strong on news commercials and DJ shows. Send representative 15 minute commercial newscast and 15 minute commercial DJ tape, photo, reference names and experience record. KTFI, 5000 watt NBC affiliate, Twin Falls, Idaho.

Announcer, first phone, clean, moral, not smoke, or drink, for independent regional, send disc, photo, resume to H. E. Smith, WAVL, Apollo, Penna.

Hurry—No ticket. Steady announcer, good voice. Heart of hunting-fishing country. Good housing. Air mail disc, photo, KPRK, Livingston, Montana.

Announcer, thoroughly experienced, especially newscasting, quiz shows, control board. Good salary plus unlimited talent fees for saleable personality. Write all details to WIRC, Box 484, Hickory, N. C.

Combination announcer-engineer for network station in pleasant central Kentucky city. Must have top quality voice and hold 1st class license. Better than average salary for thoroughly experienced, energetic man. Immediate opening. Send complete information and tape or disc if possible. Manager, WLEX, Lexington, Kentucky.

Immediate opening for announcer-engineer. Must be neat, honest and sober. Emphasis on announcing. Salary ranges from $70.00 to $80.00 for 42 hours, depending on how good you are. Call or wire Radio Station WMNC, Morganton, N. C.

Staff announcer wanted. Prefer man with independent station experience. Please send photo and tape or disc. WPIC, Sharon, Pa.

Outstanding regional independent needs outstanding combination man. New modern air conditioned quarters. Small clean city of 8,000. Send photo, tape, background and salary expected. Bryan Davidson, General Manager, WRAY, Princeton, Indiana.

Wanted: Announcer with first class phone ticket. Will pay $75.00 for 40 hours. Announcing must be good. Apply in person if possible. Disc. Joe Phillips, WSSO, Starkville, Mississippi.

New MBS affiliate in Little Falls, N. Y. starting June has opening for combo men, announcers, engineers. Send full particulars and salary requirements first letter to Robert Earle, Box 455, R. D. 1, Utica, N. Y.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Opening transmitter operator with first class license. No announcing. Permanent. Texas. Box 111P, BROADCASTING • TELECASTING.

Wanted, a combination engineer-announcer for a 250 watt southern station. Starting salary 70 dollars per week. Write Box 131P, BROADCASTING • TELECASTING.

Chief engineer. Pittsburgh area. Permanent. Excellent opportunity. Complete W. E. installation. 506-B-2 10-kw FM transmitter. 25-B console. All monitoring equipment. Also model 708 REL receivers. Box 146P, BROADCASTING • TELECASTING.

Anyone who regards work a pleasure, can certainly have fun at this Montana 250-watt network outlet. He should have first class ticket, some announcing and copywriting experience, or ability; a desire to go hunting and fishing; a car. Box 176P, BROADCASTING • TELECASTING.

First phone combination man, small Florida station. Salary adequate, fishing good. Box 182P, BROADCASTING • TELECASTING.

First class engineer, key position. $75.00, forty-four hour week. State availability. Box 192P, BROADCASTING • TELECASTING.

Southern regional needs 1st class engineer. AM and FM operation. Application for television. Excellent engineering facilities. Convenient to bus lines. Write, giving full details of experience with references. Box 203P, BROADCASTING • TELECASTING.

Combo man 1st phone emphasis announcing, nearby Detroit, progressive increases, overtime, high earnings, ideal conditions, car necessary. Rush audition tape, background information. Radio 2355-Guardian Bldg., Detroit.

Will have opening first class announcer-engineer. 250 fulltime. College city, 10,000. Permanent, excellent conditions. Start $65. KAYS, Hays, Kansas.

Immediate opening for 1st phone engineer. Good pay. Inexperienced applicants considered. 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Oklahoma.

Operator, first class license, bachelor apartment free. Station is TV applicant. KCOM, Sioux City, Iowa.

Engineer with first phone license. Willing to learn announcing. No experience necessary, KENA, Mena, Arkansas.

A small station in Hawaii is still looking for the right man for a chief engineer. Experience as chief essential. Announcing ability required. Send details, audition tape and references to KMVI, Wailuku, Maui, Hawaii by air mail.

Good experienced announcer with first class ticket. Send audition tape, record of experience, business and character references to KWFC, Hot Springs, National Park, Arkansas.

Transmitter engineer wanted. First phone ticket. Experience not necessary. Write Chief Engineer, WCRO, Johnstown, Pa.

Operator, first phone. No experience. Light duties. 6 days, 44 hours. Start $217. WFMW, Madisonville, Ky., PH. 1885.

Wanted—First class engineer. $200 month. Contact Chief Engineer, WHAL, Shelbyville, Tenn.

Want first class engineer. Evening shift. Contact WIEL, Elizabethtown, Kentucky.

Immediately; experienced combination man. Air work important. Salary excellent. Send recording. Contact Manager, WITZ, Jasper, Indiana.

Help Wanted (Cont'd)

Immediate opening for first class holder. Will accept beginner. pay higher wage for combo man. panding southern New England ket. 250 watt, daytime. Indepe WLAD, Danbury, Connecticut.

Wanted, first class engineer, no ence required. Radio Station Suffolk, Virginia.

Vacation relief engineer: First license. Start immediately. Send details and references first Bruce H. Ratts, Chief Engineer, tion WOWO, Fort Wayne, Indiana.

Engineer with first class license. ing to learn announcing. WREL, ington, Virginia.

Immediate opening for first phone cense. No experience needed. Car quired. Contact Chief Engineer, dio Station WTNS, Coshocton, Ohio.

Engineer, first class. Immediate ing. Previous experience not essen Contact James Trewin, Station Su visor, WVCV, Cherry Valley, New Yo

Production-Programming, Other

Desire male copywriter with ide Some announcing. Submit sampl Texas. Box 23P, BROADCASTING TELECASTING.

Wanted—Illinois network station de sires copywriter with ideas, male female. Box 133P, BROADCASTI • TELECASTING.

Congenial self-starting program dire tor, versatile announcer, good on lib. Station located in western N York market. Send resume, pho disc, first reply. Box 173P, BROA CASTING • TELECASTING.

Secretary, radio or advertising expe ence helpful but not essential. Go opportunity with radio-TV sales re resentative firm in Chicago and Ne York. Pleasant working condition 5 day week. Permanent. Give deta of experience, education, etc. Sen photo. Box 188P, BROADCASTING TELECASTING.

Wanted: Experienced girl copywrite for continuity and promotion depart ment of 50 kw eastern station. Op portunity for advancement. Send fu details of experience and photo t WWVA, Wheeling, West Virginia.

Television

Announcers

Announcer-MC for nation's first 50,0 watt TV station. Detailed experien and photo first letter. Prefer ag bracket 28-35. Station located midwe Box 142P, BROADCASTING • TELE CASTING.

Situations Wanted

Managerial

General or commercial manager. Experienced. Capable. West or southwest. Box 43P, BROADCASTING TELECASTING.

Successful, local sales minded manage desires change to bigger market or kil watt daytime station. If you are losi or breaking even, contact this 32 year old experienced local station manage and start making money. Reply Box 99P, BROADCASTING • TELECAST ING.

Manager same station 12 years, desire change for better opportunity. Box 130P, BROADCASTING • TELECAST ING.

Former station owner wants to get back to work. Manage, sell, program, write announce. 32, married, top record Have made money for others (and self) in 13 straight years radio. South and TV preferred. Make an offer and I'll call or see you. Box 154P, BROADCASTING • TELECASTING.

General manager-salesman. Thoroughly experienced all phases. Fifteen years in radio with six years station management, independent and network. Can put station in profit column. Box 183P, BROADCASTING • TELECASTING.

A good manager knows radio from the tube to the written word. I do. A good manager can talk to every staff member in their own language. I can. A good manager promotes civic affairs and assures a steady profit. I'm your man. Box 204P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

mmercial or general manager available. 10 years experience radio as salesman, commercial manager and general nager in independent and network erations. Extra strong on sales and gnts. Best references. Guarantee reults. Family, sober. Personal interiew. O. R. "Jim" Bellamy, R. 1, mville, Ohio. Phone 116F14.

Announcers

perienced young disc jockey with st phone desires location in good arket to do 2½ to 3½ hour afternoon, evening, or night show—or both. ht indie AM and TV background inluding production as well as participaon. Ex-serviceman. No draft wor. Available immediately. Box 11P, OADCASTING • TELECASTING.

nouncer, one year experience in all ases. Good references. Available ne 9th. Box 159P, BROADCASTG • TELECASTING.

orts, news and special events man. ven ability and experience, desires mediate change of position. Exellent references. Baseball, football, xing and basketball. Box 174P, OADCASTING • TELECASTING.

nouncer: Married, draft exempt, colge background, light experience in nouncing and promotion, versed in music. Box 180P, BROADCASTG • TELECASTING.

nouncer-engineer. Ten years exrience. Family man. Prefers Florida d southeast. Box 184P, BROADSTING • TELECASTING.

nouncer-salesman. Veteran, mard. College education. Thorough owledge radio. Really sell on and air. Now free-lancing large market. me, photo, details available. Box P, BROADCASTING • TELECASTG.

tropolitan stations: Announcer, exrienced all phases; authoritative s voice. Now program director. ailable for personal interview in ne. Box 191P, BROADCASTING • LECASTING.

perienced announcer, currently emoyed in large market. News, DJ, MC. ll balanced staff man. Married, vet. l travel. Box 194P, BROADCASTG • TELECASTING.

perienced combination man - annuncer, engineer, disc jockey, first one, ex-serviceman, no draft worries. ailable now. Box 200P, BROADSTING • TELECASTING.

wscaster-news editor. Ten years exrience all phases of radio news. ture, concise reporting. Presently ployed in large midwestern market. nimum salary: $500 monthly. Box P, BROADCASTING • TELECASTG.

wscaster. Other duties. Experied. No draft. Married. Car. Colge. Travel, except southeast. Availle immediately. Details. P. O. Box 2, Ponca City, Okla.

perienced announcer, single, draft empt, available immediately, write or ll Eugene L. Books, 1808 Summit St. u Claire, Wis. Tel. 22278.

perienced staff announcer, 30, curtly employed Amarillo, desires staff in California. RCA, Gates, Raytheon ards. Excellent recommendation of nner-manager here. Lee D. Drake, 3B West 18 St., Amarillo, Texas.

nouncer, all phases. Operate board. perience New York station. Will vel. Draft exempt. Disc available. R. Miller, 1141 Elder Avenue, Y. C.

inning announcer. Radio school duate. Draft exempt, disc and de. Write Geo. Scott, 1625 E. 76th, nsas City, Mo.

wspaper promotion man seeks position as sports announcer. Topnotch in motion experience. Acquainted th all sports, 3 years sportscasting. l Todd, 2315 Cumberland Street, ckford, Illinois.

perienced sportscaster. Four years perience. Play-by-play all major orts, including re-creation baseball. oung married veteran. Available imediately. Excellent references. Bill ott, 101 South Belmont, Wichita, nsas.

ur solid years every phase announcg. First phone. Consider sales or nagement. Excellently suited for dio or TV. Draft free. Married. ferences. Si Willing, 823 West Reed, berly, Missouri.

Technical

phone. Married veteran, car. No mmercial experience. New York City surrounding area. Box 151P, BROADSTING • TELECASTING.

Situations Wanted (Cont'd)

Engineer, 1st phone. No station experience. Technical school graduate. Married. Vet. Box 152P, BROADCASTING • TELECASTING.

Engineer, first phone. 1½ years experience. Single, will travel. Minimum $60. Available immediately. Box 162P, BROADCASTING • TELECASTING.

Engineer, first phone. No experience. Available immediately. East coast preferably. Box 187P, BROADCASTING • TELECASTING.

Chief 4 years, 12 years in radio, experienced design, construction of AM, FM operations. Desire connection as chief small progressive station. Box 195P, BROADCASTING • TELECASTING.

Production-Programming, others

Farm service director, also staff announcing. Draft exempt, excellent references. Box 84P, BROADCASTING • TELECASTING.

Experienced TV director, producer, writer, AM experience. Married. References. State salary first letter. Box 90P, BROADCASTING • TELECASTING.

News editor, presently employed. Developing, writing program ideas a specialty. Commentaries, local news stories, features, documentaries. Good voice. Top references. Box 95P, BROADCASTING • TELECASTING.

Music director, practical experience putting together commercial music both classical and semi-classical. Continuity writer. On-the-air experience broadcasting, production. Available June 1st. Box 150P, BROADCASTING • TELECASTING.

Money not important. Job in this industry is. Bright young man, upper 10% of class, degree in radio-TV, midwestern college, wants place to start. Has been announcer midwest 250-watter, produced, wrote, directed radio-TV college shows. Studio, control experience. Valuable staff man for you when you write. Box 163P, BROADCASTING • TELECASTING.

Years of announcing experience plus thorough knowledge of production, programming, continuity, traffic and board operation. Local news writing, editing experience. Soon to be discharged following Korean service, anxious to resume career with progressive organization as announcer or in another production capacity. (TV knowhow, too.) References, disc. Available late June. Box 175P, BROADCASTING • TELECASTING.

Continuity-air gal, two years experience. Will travel. Presently employed but desire change. Can also do traffic, general office or what have you. My employer knows of this ad. Box 177P, BROADCASTING • TELECASTING.

Public affairs, educational radio or television direction or production. Brief but excellent experience. Wonderful United Nations connections. University Illinois graduate. Box 181P, BROADCASTING • TELECASTING.

Woman continuity writer. 2 years versatile experience, including air work. Interested in job with definite future in programming or as women's director. Midwest only. Box 196P, BROADCASTING • TELECASTING.

Staff librarian-staff organist-music director, now with ABC affiliate six years, interested AM-TV operation. Licensed 16 MM operation. Age 44, married, own car. Write or wire Larry Miller 417 Hill St., York, Pennsylvania.

Television

Managerial

Radio manager with thirteen years experience in successful selling, announcing, writing and managing all phases is interested in position with southern television station or radio station with definite TV plans. Strong on sales, valuable on all-round station operations and like to work hard. Best references. Will consider all offers and will phone or visit promising possibilities. Box 155P, BROADCASTING • TELECASTING.

Technical

Young man, draft deferred, travel, SRT graduate. Interested television cameraman, keen sports knowledge, willing to learn, some experience. Box 189P, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Radio-TV engineer. Married, settled. Wide AM-FM-TV experience which includes TV construction transmitter, antenna, studios, remote unit through proof of performance. Administrative ability. Available immediately. Write Box 157P, BROADCASTING • TELECASTING.

Production-Programming, others

TV weatherman—topnotch television weatherman, available one - month notice. Good salesman. Best offer considered anywhere. Box 983M, BROADCASTING • TELECASTING.

Radio-TV advertising, programming executive. Experience, knowledge, ability. Want responsibility, confidence. Box 161P, BROADCASTING • TELECASTING.

Producer - director, complete background in all phases of TV. Operated all types of equipment. Have own live shows. Interested in executive position with TV applicant to establish programming format and station policies. Complete resume on request. Box 167P, BROADCASTING • TELECASTING.

Midwest university June graduate with experience in all phases of television and film production would like job in midwest station. Draft exempt, 22, single. Box 197P, BROADCASTING • TELECASTING.

For Sale

The best in complete tower sales and service by the south's largest tower erection company. Will sell or buy your used towers, erect or service your towers. A.A.A. Tower Company, Inc., Box 898, Greenville, N. C.

Stations

For sale: Established successful Ohio station. Full or half interest available. Box 156P BROADCASTING • TELECASTING.

Southwest: 1000 watts. Nets $2,000 month. Ideal opportunity in fast growing area. Box 160P, BROADCASTING • TELECASTING.

Equipment, etc.

Complete 1 kw Collins package. Brand new 20V1 transmitter and all associated gear including two turntables with console. Two-200 foot towers. All equipment still in original carton purchased during the past ten months. Write for listing. Available immediately. Box 83P, BROADCASTING • TELECASTING.

FM transmitter, 1 kw General Electric, type BF-1-A, complete with FM station monitor. Excellent condition. Appearance like new. Box 158P, BROADCASTING • TELECASTING.

Surplus equipment (Western Electric). 2-WE 9A pickups (good condition). 3-WE 9A pickups (fair condition). 6-WE 9A pickups (in need of repair). 4-WE tone arms with weight compensator. 4-WE type 00 equalizer units and filters. Make us an offer. Box 170P, BROADCASTING • TELECASTING.

About two tons bare copper ground wire (#10). Immediate shipment. Best offer buys it! Box 199P, BROADCASTING • TELECASTING.

For sale: 3 KW RCA BTF-3B FM xmitter and Hewlett-Packard 335 B frequency-modulation monitor. Complete with tubes. Like new. First offer over $2000.00 takes it. Come and get it. Glen Klein, KAUS, Austin, Minnesota.

For sale: One converted Temco 250-watt transmitter in good condition and one Western Electric 310-B 250-watt transmitter with two sets of tubes and antenna tuning unit. Make an offer. E. T. Kennedy, Chief Engineer, KWFC, Hot Springs, Ark.

Slightly used but in good condition, three RCA TA5C stabilizing amplifiers. One DuMont type 5105-A monitor receiver. Nice discount on any or all of above. Contact Chief Engineer, WSM-TV, Nashville, Tennessee.

.040 x 1⅛" x coils bonding copper strapping, approximately 156 pound to the foot, @ .55¢ per pound, F.O.B. Chicago, Ill. J. L. Clark Metals Co., 2108 S. Ashland Ave., Chicago, Ill., Haymarket 1-4533.

For sale: PT900RI Presto portable tape recorder, 3-50 ohm inputs; Altec 323B amplifier; Presto L2 playback unit; Presto 6N recording case. Good condition, shipping COD, Mastertone, Box 1060, Des Moines, Iowa.

For Sale (Cont'd)

For Sale: Hammond Novachord crated for shipping. Good condition, reasonable. Write Yellowstone Park Company, Yellowstone Park, Wyoming.

Wanted to Buy

Equipment, etc.

Wanted—Quarter and one kw FM broadcast transmitters, fixed-frequency FM monitor receivers, used or new. Box 17P, BROADCASTING • TELECASTING.

Wanted: 250 watt transmitter. Send full details and lowest cash price. Box 171P, BROADCASTING • TELECASTING.

Wanted—500 watts, more or less, FM broadcast transmitter. WIVY, Jacksonville, Florida.

Transmission line, 1⅝ inch. Advise quantity and price wanted. WTND, Orangeburg, S. C.

Help Wanted

Managerial

Commercial Manager Wanted!

One of radio's most successful regional net stations (with TV application Pending) offers a once-in-a-lifetime opportunity to the right man. A substantial salary and profit-sharing await a man familiar with all phases of commercial radio selling. Should have an outstanding record as a salesman, both local and national, the ability to handle others, highest character references, the desire for permanency and a willingness to work. He must have had five or more years' experience as Commercial Manager or Assistant CM in a competitive metropolitan market, with annual earnings of $10,000 or more per year, and be capable of earning much more. Our billings are, and have been, the highest in this multiple station midwestern market. To be considered for a personal interview, please reply in confidence, giving full and complete information about your previous experience, salaries earned and other pertinent information. Attach snapshot. Box 120P, BROADCASTING • TELECASTING.

Announcers

Experienced announcer who can also write copy and news. Control room experience preferred, but not essential. Send letter with complete details of past and present employment, references, past earnings. Also send disc or tape to Radio Station KHMO, Hannibal, Missouri. If you want to get into a good station with a TV future, here is the opportunity.

Production-Programming, Others

WANTED

♦

A seasoned, all-round writer for radio and television wanted by major network affiliate. Good pay. Address Box 754M, BROADCASTING • TELECASTING

♦

Situations Wanted

Production-Programming, Others

RADIO & TELEVISION
Prog. Dir.-Prod. Mgr.-Producer
NOW AVAILABLE
Best references. 15 yrs. exp. Information sent on request. Write BOX 186P, BROADCASTING • TELECASTING.

(Continued on next page)

AS PROOF that "radio is *still* a wonderful advertising medium" WSOK Nashville, Tenn., has distributed reproductions of a letter from a satisfied customer to members of the broadcast industry. The cosmetic firm, White's Specific Toilet Co., reluctant at first to even try radio advertising, wrote a congratulatory letter to WSOK stating that in March, the first month the company was on the air, sales in the Nashville area jumped 65% and month of April showed a 600% gain over the same period last year.

Television

Managerial

APPLYING FOR TELEVISION?

Need executive experienced in FCC matters from station management viewpoint to assist in application planning and preparation? Thoroughly qualified man, now managing regional radio station not likely to enter TV, available to help with your application and planning in his spare time, with option on his future fulltime management services. Would also consider changing radio employ to station with assured TV future. Box 201P, BROADCASTING • TELECASTING.

For Sale

Stations

250 WATT FULLTIME
MIDWEST INDEPENDENT

grossing $50,000 per year netting $10,000. $30,000 cash or $35,000 on terms. No brokers. Box 179P, BROADCASTING • TELECASTING.

Miscellaneous

wanted

A LINE OF OPEN-END AND PACKAGE TRANSCRIPTIONS AND TV FILM TO SELL.

BOX 168P,
BROADCASTING • TELECASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

programs promotion premiums

JOINT PROMOTION

JOINT promotion has been agreed on by WIP Philadelphia and *Baseball* magazine. In May issue, publication is carrying feature story describing activities of Phillies team. WIP's sports director, Jim Leaming, will highlight the article on his *Sports Shots* program, which in turn will be plugged by *Baseball* with two-color posters of Mr. Leaming on display at news stands.

LITERAL SLOGAN

TO 11-year-old Bobby Benhard of Milltown, N. J., the meaning of the slogan "Wherever You Go There's Radio" is both literal and far-reaching. When Bobby had his appendix removed recently, WCTC New Brunswick in cooperation with the hospital made on-the-scene mini-tape recordings of every step of the boy's treatment from the day he was admitted, through the actual operation, to the removal of stitches six days later. Project titled *The Story of an Operation* was engineered by hospital's public relations director for broadcast on Hospital Day.

WTVJ (TV) ENTERTAINS

PRODUCERS, directors and technicians joined with staff artists at WTVJ (TV) Miami, Fla., to present a variety show at Veteran's Administration Hospital in Coral Gables May 11. Ted Clark was emcee of a program of dancing, comedy acts, singing and pantomime. Production was under direction of Harry Berry. Cast included Ash Dawes, promotion manager; Hugo Malaga, studio technician; Ray Gabor and Shannon Wallace, producers; Wilson Griffith and Bob Alshouse, directors; Jack Cobb, announcer, and Dod Farrell, Elaine Krassner, Gale Fisher and Al Reiser.

WKRC-TV AUCTION

DEBT of gratitude was paid May 11 to the Salvation Army by WKRC-TV Cincinnati, when *Swap Shop* program was used to auction off items such as Arthur Godfrey's tea cup and Ken Murray's cigar. Salvation Army, during recent flood, diverted its own efforts to help the station in its campaign to aid South Sioux City, Neb. Profit from the auction was turned over to the Salvation Army.

BOOKLET PROMOTION

NEW binder type promotion booklet has been distributed by CKWX Vancouver on the Vancouver and British Columbia market. Complete with a number of maps of the province and the Greater Vancouver area, booklet gives facts and figures and shows markets served by the station as well as services which CKWX offers advertisers.

WAVE POLITICAL NEWS

WAVE Louisville is going all-out in political coverage this year, a station news release reports. WAVE and its network, NBC, have broadcast all state primaries to date plus the Kentucky Republican Presidential delegates nominations and various political educational features. WAVE plans to broadcast other state primaries, the state Democratic delegates nominations, both national party conventions and the election in November.

HIGH SCHOOL REMOTE

ED PEARSON, WPJB Providence, R. I. personality, taped all but news segments of his 'teen-age talent show, *Open House*, at a local high school. For nearly a month before the show was taped, students had been voting on disc favorites. Mr. Pearson, Harmon Hyde, program director and Bob Morgan, engineer, moved equipment into the high school where nearly 300 pupils put their talents on tape.

POOLSIDE BROADCASTS

AIRING of WFBR Baltimore's *Melody Ballroom* will take place from Meadowbrook, the city's largest privately-owned pool June 2-Aug. 29. The disc jockey show features Ralph Phillips and Bill LeFevre. John E. Surrick, WFBR vice president-general manager, said that the idea has brought new business to the station during the usually dull months.

BASEBALL QUIZ

YOUTHFUL members of baseball teams in the WTCN-TV Minneapolis-St. Paul area are taking part in the quiz-type *Baseball Clinic* TV show by the station Saturday mornings, with prizes awarded to youngsters who answer questions correctly.

REAL ESTATE DRIVE

KDYL Salt Lake City is airing aggressive campaign on behalf of the Capson Realty Co., Salt Lake City. Through a new quarter-hour quiz show, *Dial-A-Home*, the station is helping sell real estate. Capson ads in newspaper classified space cross-promote the radio show and give the answer to the broadcast quiz question.

WSM-TV RESULTS

MAILING piece from WSM-TV Nashville tells how the C. B. Ragland Co. of Nashville, for Colonial Foods, put on a spot campaign, concentrating on one of many canned products at a time. Julian P. Ragland, firm vice president, wrote, "We are very pleased to tell you that since starting the spots, our sales comparisons have been extremely favorable, with product sales showing immediate gains from 10% to 150%."

BBC DRAMAS

PLAYS adapted for radio highlight the May offerings of WFUV-FM New York, Fordham U. station, in collaboration with the British Broadcasting Corp. Among the special dramas selected for presentation are William Shakespeare's "Measure for Measure," Moliere's "Tartuffe" and Stanley Weyman's "Under the Red Robe." The Weyman play, an outside BBC production, will run six consecutive Mondays, 10-30-11 p.m., starting May 26.

BOWLING TOURNEY

WHEN the American Bowling Congress moved into Milwaukee for its 49th annual tournament, A. Gettelman Brewing Co. launched a full-scale local drive to promote the sports event. Company tied retail promotion with exclusive coverage of tourney on WTMJ-TV every other Thursday throughout 84 days competition. TV program was developed around specially-built movable dollies to roll 40 alleys. Dealer tie-ins and mats were used to publicize tourney. Gettelman agency is Hoffman-York Inc., Milwaukee.

Eastern Network

$30,000.00

A profitable combined operation showing consistent increases. This fulltime network facility is the only station in an attractive small eastern market.

Southwest Regional Network

$185,000.00

A well established network facility dominating a wide area from a fast growing market. Investment will show better than a twenty-five per cent return on basis of five year average profits. Liberal financing.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

SRT • SRT • SRT • SRT • SRT

SRT-Radio

AMERICA'S OLDEST BROADCASTING SCHOOL

Intensive full or part time

COURSES

ANNOUNCING • ACTING
SCRIPT WRITING • ADVERTISING

Outstanding Faculty of Network Professionals

Co-Educational • Day or Evening
Small Classes
Approved for Veterans

Write for Prospectus
DEPT. H

School of Radio Technique

RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois

SRT • SRT • SRT • SRT • SRT

FCC Actions

(Continued from page 86)

...y 15 Decisions . . .

BY COMMISSION EN BANC

Designated for Hearing

The Heart of Black Hills Station, ...pid City, S. D.—Designated for hear... at Washington, D. C., on June 24, ...plication for mod. CP for approval of ...ns. site and ant. system for new sta... granted June 6, 1951, to operate ... 1340 kc, 250 w unl.

County Bcstg. Service, Woodstock, ...—Upon petition by WDYK Cumber..., Md., designated for hearing appli... of County Bcstg. Service for new ...tion on 1230 kc, 250 w unl., and made ...DYK Cumberland party to proceed...

KIMP Mt. Pleasant, Tex.—Designated ...hearing application to change hours ...day to unl. and power from 1 kw ...) kw LS, 500 w-N, and install DA-N.

Paducah Bcstg. Co., Paducah, Tex.—...signated for hearing application for ...w station on 1300 kc, 250 w-D, and ...de KTRN Wichita Falls, Tex., and ...TY Brownsfield, Tex., parties to pro...ding.

Massillon Bcstg. Corp., Massillon, ... and The Review Pub. Co., Alli..., Ohio—Upon petition by Review ...h Co., designated for hearing appli...ons of Massillon and that of The ...view Pub. Co. for simultaneous co...nnel operation in two cities on 1310 ... 1 kw-D, DA.

Ordered that hearing in re applica...ns of Liberty Bcstg. Co., Liberty, ...x., and KTHT Houston, Tex., be held ... Washington on June 23.

Granted Changes

KWOC-FM Poplar Bluff, Mo.—Grant... CP to change ERP from 16 kw to ... kw and ant. from 190 to 215 ft.

WIMS-FM Michigan City, Ind. — ...nted CP to change ant. height from ... to 160 ft.

WGCH (FM) Greenwich, Conn. — ...nted authority to remain silent from ...y 25 to Aug. 15.

Denied Petition

Needles Bcstg. Co., Needles, Calif.— ...ied petition requesting waiver of ...c. 1.373 of Rules to permit immediate ...sideration of application for new ...tion on 1340 kc, 250 w unl.

Granted License Renewal

Granted renewal of licenses for fol...wing non-commercial educational FM ...tions for regular period:

KANW Albuquerque, N. M.; KFCA ...oenix, Ariz.; KSDB-FM Manhattan, ...n.; KSMU-FM Dallas, Tex.; KTEC ...tech, Ore.; KTJO-FM Ottawa, Kan.; WOF-FM El Paso, Tex.; KWAX Eu...ne, Ore.; WBJC Baltimore, Md.; ...RS Boston, Mass.; WHA-FM Madi..., Wis.; WHWC Madison, Wis.; WMMI ...eridian, Miss.; WNOV St. Paul, Minn.; ...SV Scranton, Pa.

Granted Temporary Extension

WRGB (TV) Schenectady, N. Y. — ...nted further temporary extension of ...mmercial TV station license for pe... ending Sept. 1, 1952.

KE2XCV (General Electric Co.) Syra..., N. Y.—Granted further temporary ...tension of developmental TV station ...ense for the period ending Sept. 1, ...2.

WBKB (TV) Chicago—Granted fur...er temporary extension of commercial ...V station licenses for period ending ...pt. 1, 1952.

WABD (TV) New York—Granted fur...er temporary extension of commercial ...V station license for period ending ...pt. 1, 1952.

Following were granted further tem...rary extensions of licenses for ex...mental TV stations for period end... Sept. 1, 1952:

KE2XDN near New York; KE2XDR ...ar New York; KM2XBB near Los An...les.

NIGHT AND DAY . . .

ABC

WENE

BINGHAMTON, N.Y. MARKET

NOW 5000 WATTS

CALL RADIO REPRESENTATIVES, INC.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH MAY 15

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,348	2,328	87	327	217
FM Stations	633	581	69	9	8
TV Stations	108	97	11	545	19

(Also see Actions of the FCC, page 86.)

New Application . . .

AM APPLICATIONS

Listed by States

Madera, Calif. — Madera Bcstg. Co., 1230 kc, 250 w fulltime. Estimated construction cost $14,500, first year operating cost $26,000, revenue $36,000. Equal partners in applicant are Fred Morey, retired businessman; James H. Warren, traffic manager for WMAK Nashville, Tenn., and Charles William Stockley, chief engineer for WMAK. Filed May 15.

Chester, Ill.—Cecil W. Roberts, 1450 kc, 250 w fulltime. Estimated construction cost $13,500, first year operating cost $35,000, revenue $45,000. Mr. Roberts owns KREI Farmington, KNEM Nevada and KCHI Chillicothe, all in Missouri, and is an applicant for new AM station in Chanute, Kan. Filed April 24.

Grand Haven, Mich.—Okabena Bcstg. Co., 1490 kc, 250 w fulltime. Estimated construction cost $14,724.50, first year operating cost $36,000, revenue $40,000. Principal partners include Bob Ross Smith, general manager of WLBG Laurens, S. C., and Betty B. Smith (his wife), who together have 18% interest; Paul R. Smith (13.5%), 1/6 interest in and partner of Calkins & Holden, Carlock, McClinton & Smith Adv., New York; Samuel B. Smith (13.5%), national sales manager for adding, bookkeeping and calculating machine division of Remington Rand Inc., New York; Lynne C. Smeby (13.5%), radio consulting engineer, Washington, D. C.; Phyllis R. Condon (9%), radio-TV advertising copywriter for D'Arcy Adv., New York; Sidney F. R. Smith (9%), TV director at NBC New York; Alberta Jacoby (9%), Mental Health Film Board, New York; Stelle S. Smith (9%), Stelle Smith Inc. (investments), Minneapolis and New York, and three other minority partners. Filed May 15.

FM APPLICATION

Emporia, Kan.—Kansas State Teachers College of Emporia, 91.1 mc, 250 w. Estimated construction cost $1,800. Applicant is state college. Filed May 24.

ARRL TV PROGRAM

Expansion Is Voted

CONTINUANCE and expansion of the TV interference program [B•T, May 5] has been voted by the board of directors of the American Radio Relay League. At its annual meeting in Hartford, Conn. fortnight ago, Goodwin L. Dosland, an attorney from Moorhead, Minn., was elected new president of ARRL.

The ARRL board also voted to ask the FCC to permit "hams" radiotelephone privileges on 7200-7300 kc and 21.25-21-45 mc, plus an extension of radiotelephone privileges from 28.5 to 28.25 mc. The ARRL will also ask the FCC to provide 3775-3800 kc for mobile radiotelephone operation 7150-7200 kc and 51-53 mc for novice operation.

The board, which represents 35,000 U. S. radio amateurs, selected Houston, Tex., for its 1953 convention and established a special membership rate for blind amateurs.

Meanwhile, Crosley Division of Avco Manufacturing Corp. assured owners of its TV receivers that they need not worry about interference from amateur operation on the new 21-21.45 mc band. The intermediate frequencies of Crosley TV sets are 21.9 mc, an announcement explained, and thus puts its receivers "well beyond the amateur interference range under normal conditions."

SCRIPT LIBRARY FOR SALE

One man operation. Thousands of scripts including mimeograph machine. Cash, $1,000. Paul Adler, 535 Fifth Avenue, New York, New York. Murray Hill 7-1881.

NARND MEETING

Cleveland Named as Site

NATIONAL Assn. of Radio News Directors has selected Cleveland for its 1952 convention, NARND President Jim Bormann, WCCO Minneapolis, announced last week.

Mr. Bormann said also that the annual meeting had been shifted from mid-November to Dec. 1-3.

WHEE Again Is WBMS

WBMS Boston, which changed its call letters to WHEE in April 1951, has changed back again to its former call letters, Norman Furman, WBMS general manager, announced last week. FCC reported that approval for the change back to WBMS was given earlier this month.

KOB, WJZ ISSUE

ABC Again Petitions FCC

DON'T approve the transfer of KOB-AM-TV Albuquerque from T. M. Pepperday (*Albuquerque Journal*) to Time Inc. and former FCC Chairman Wayne Coy [B•T, April 28, March 3] without clearing up the status of KOB on 770 kc, ABC petitioned the FCC last week. ABC's WJZ New York is the Class I station on that wavelength.

The network asked the Commission, when and if it approved the $600,000 sale, to simultaneously order 50 kw KOB back to its authorized 1030 kc.

KOB has been operating since 1941 on 770 kc under special service authorization. It originally was granted a CP on 1180 kc in 1940, but that frequency was deleted from U. S. assignments by the first NARBA. The FCC then changed KOB to 1030 kc, but this was opposed by WBZ Boston, a Class I station on that frequency. The Commission next granted KOB an SSA on 770 kc and the Albuquerque station has been operating under extensions of that temporary authority ever since 1941.

ABC has protested that assignment over the decade, appealing a further extension to the U. S. Court of Appeals last year. The court remanded the case back to the FCC with instructions to come to a decision on the matter [B•T, July 23, 1951].

ABC asked the Commission to (1) dismiss KOB applications for CP and license on 770 kc, (2) make approval of the transfer of KOB properties conditional on clarification of the AM station's assignment, (3) carry out the instructions of the U. S. Court of Appeals, and (4) rescind station's SSA to operate on 770 kc.

Arthur E. Rydberg

ARTHUR E. RYDBERG, 49, veteran WHO Des Moines transmitter engineer, died of a heart attack while on duty May 10. He had served on the transmitter crew since 1934. Surviving are his wife, Violet, and a son, Garry, 14.

Employment Agency — Employment Agency

ENGINEERS — *First - Second Phone*

YOUR APPLICATION CAN BE PROCESSED FOR *IMMEDIATE* OPENINGS IN FORTY-TWO STATES.

ONE WEEK'S SALARY WHEN PLACED, THE ONLY FEE.

WRITE:

Broadcast Management Services Co.

(Agency)

17 East 48th Street, New York 17, New York

PL 5-1127

PROGRAM CLINICS

BMI Ends Radio, Opens TV

LAST of 42 BMI radio program clinics were completed last week [B•T, May 12] with meetings in Maine, Alabama, New Brunswick and Ontario, while plans got under way for BMI television clinics in New York today and tomorrow (Monday and Tuesday), in Chicago May 22-23 and in Los Angeles May 26-27. (See story, page 66).

Attendance at the 42 clinics was well above the 3,000 mark and broadcasters seemed well satisfied with results.

Fuller reports on three clinics, held in Boston, Gainesville, Fla., and Seattle, were received last week:

BOSTON, May 9

The Boston BMI clinic [B•T, May 12] claimed the largest attendance of any regional BMI clinic ever held in the United States, with 140 broadcasters attending from five states under auspices of the Radio Executives Club of New England.

Frederic R. Gamble, president of the American Assn. of Advertising Agencies, told the big group that he expected a rise in advertising volume to $9 million, or 50% more than at present, to maintain the present $300 billion economy in peacetime.

He said more and better selling will be needed "to find customers

Boston clinic sees get-together of (l to r) BMI Vice President Roy Harlow, AAAA President Gamble and REC President Edmund Shea.

* * *

for the enormously increased output of our U. S. plants once our defense tooling-up is completed."

Mr. Gamble described the advertising structure as having three parts: (1) The commission system of agency compensation, (2) recognition of agencies (3) the 2% cash discount.

Dismissing the first as a great incentive system, but "no problem," he said of agency recognition:

Is it a bona fide agency, independently owned? Is it free from control by any advertiser, so that it is unprejudiced and unrestricted in its service to all clients? Is it free from control by any medium owner . . . for unbiased advice to advertisers in the selection of media?

Does the agency keep all the commission you allow and devote (it) to the service and development of advertising as you require? That is, not rebate any of the commission to any client. . . .

Does the agency have adequate experience and ability to service advertisers . . . the know-how to make advertising succeed? . . .

Is the agency financially sound? This means the agency should have financial integrity, collect promptly from its clients, pay your station on time and have enough capital on hand to meet emergencies. . . .

On the third part of the structure, Mr. Gamble advised broadcasters to follow the lead of "most other media" in providing "agencies and themselves" with "the customary 2% cash discount" for payment of bills on time. He said that other media do not pay the 2% discount "out of their own revenue. They make allowance for it in setting their rates so as to receive the net return they wish."

GAINESVILLE, Fla., May 8

Representatives of 18 Florida radio stations and faculty members from four Florida universities heard the state's second BMI program clinic, sponsored by the Florida Assn. of Broadcasters, with FAB President S. O. Ward, manager of WLAK Lakeland, presiding, and Garland Powell, director of WRUF Gainesville, as chairman of the arrangements committee.

Fritz Sorenson, program director, WKRS Waukegan, Ill., told how his station is "Making Local News Pay Off," and Frank McIntyre, production manager, KLIX Twin Falls, Ida., said management's main problem is keeping a high staff morale.

Ray Clancy, general manager of WMFJ Daytona Beach, urged "more imaginative merchandising" in building programs. "Radio is show business and must use showmanship," he said.

Three factors important in adjusting the current rate card, according to Robert R. Tincher, vice president and general manager of WNAX Yankton, S. D., are (1) audience flow, (2) audience turnover and (3) ratio between sets-in-use and ratings.

Hale Bondurant, also a Columbia, S. C., clinic speaker, told listeners that radio alone delivers all three markets (metropolitan, rural non-farm and rural) to the advertiser. All of these markets, he said, can be served at the same time, but the station should build its character and individuality.

Profs. Tom C. Balton and John Paul Jones, U. of Florida, also spoke.

SEATTLE, May 6

The Seattle BMI program clinic [B•T, May 12], co-sponsored by the Washington State Assn. of Broadcasters, was attended by 80 radio and television executives with Leo H. Beckley, president of KBRC Mt. Vernon and incoming president of WSAB, opening the sessions.

William Holm, general manager of WLPO LaSalle, Ill., who also spoke at the San Francisco and Vancouver clinics, described his 250 w station's commercially successful news programs in a market saturated with 40 AM stations. Harry McTigue, president of WINN Louisville, also a speaker at the San Francisco and Vancouver clinics, emphasized block programming of music.

Robert Wesson, program manager of KHQ Spokane, told the group that "intelligent planning by the program department must include selling salesmen on the idea that they are marketing programs, not merely time."

New ABC Signatures

ABC radio and TV today (Monday) inaugurate new audio and video identifying signatures. The familiar "This is ABC, the American Broadcasting Company," was to be heard the last time yesterday and from 8 a.m. EDT today listeners will hear: "This is ABC—Radio Network." Similarly, at the conclusion of ABC-TV's opening network telecast at 6:45 p.m., the new visual signature will show a head-on shot of a camera lens with iris closed, then opening gradually to reveal the letters "ABC" centered on the lens opening. Audio identification following all ABC-TV programs will be: "This is ABC —Television Network."

Network Cancelled T...

(Continued from page 25)

lem for CBS-TV. When Pill... Mills takes over the last quar... hour of the Godfrey show on ... vision (10:45-11 a.m.), the pro... will be followed by the re... *Bride and Groom* show, whic... sponsored by the rival Ge... Mills, thus causing a conflic... products on succeeding sh... Problem is yet to be resolved.

The Gulf Oil purchase is for ... quarter-hours a week (10-1... p.m.) of *John Daly and the N...* on 225 ABC network stations, ... fective June 16 (see story page ... Young & Rubicam, is agency.

The Wrigley-CBS Radio cont... placed through Arthur Meye... Agency, Chicago, calls for cont... ation of Wrigley's current two h... hours a week through the sum... with replacement shows, plus ... equivalent of four other half-h... a week with various starting ... termination dates.

Summer replacements for ... advertiser's regular shows wi... *Lineup* from June 3-Aug. 5 in ... Tuesday 9-9:30 p.m. EDT spot ... occupied by *Life With Luigi*, ... *Broadway Is My Beat* from Jul... 26 in the Saturday 8-8:30 ... period replacing *Gene Autry Sh...*

Other shows to be sponsored ... Wrigley are the following, ... scheduled in the 9-9:30 p.m. E... segment (some pre-emptions by ... erage of the political convent... in July are expected):

Meet Millie, Sundays, July ... Aug. 10; *Romance*, Mondays, J... 14-Aug. 25; *Johnny Dollar*, Web... days, July 2-Aug. 20; *Mr. Ch... leon*, Thursdays, July 3, Aug. ...

CBS Wage Increase

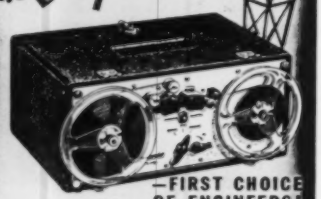
WEEKLY 15% wage increase ... employes has been approved by ... Wage Stabilization Board in C... Hollywood contract with Office E... ployes International Union. W... however, rejected proposal for ... three week paid vacation for ... ployes with five years of serv... OEIU plans to appeal latter ... cision. Further arbitration cove... in contract starts May 20.

FOR FINEST TAPE RECORDING

KFBI

Wichita, Kansas

USES Magnecorder



—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

For new catalog — write:

Magnecord, INC.

Magnecord Inc. 360 N. Michigan Ave., Chicago 1, Ill.

CONSTANT SERVICE OF HIGHEST TYPE WILL NET SPONSORS INCREASED SALES IN

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5000 WATTS—NOW!

Liberty Suspends

(Continued from page 25)

alized the expense of such an eration.

Stations frequently claimed they d trouble getting instructions d decisions from the Dallas headarters. They felt the network as built around the president, th officers at the vice presidential el unable to make decisions. Acrding to one version, LBS was ll generals and no privates."

Lacking official instructions after e network suspended, affiliates re wondering about details of eir business relations with LBS. B. R. McLendon and Mr. Cullen ve been generally referred to as e financial backers of the netrk. The elder McLendon has tensive theatrical interests in e Southwest. Mr. Cullen is a naonally known Texan with oil inrests.

Network originating points have en Dallas headquarters, New rk and Washington. LBS had nounced recently that its key tlet was being moved to KLBS uston, formerly KLEE [B•T, ay 5]. Transfer of LBS headarters was being effected though erations were still being directed t of Dallas.

The LBS sales staff in New York as curtailed last March, when mors about its future were tive. At that time, Mr. McLendon ongly denied that the network as having serious troubles.

Failure of Falstaff to renew its seball sponsorship was felt by me affiliates to have started the 52 crisis. A fortnight ago, it as understood Sears, Roebuck & . was not renewing its Liberty ntract for Coldspot freezers, fective May 16. Other national vertisers are said to have voiced ncern about signing sponsorship ntracts during pendency of netrk litigation.

WOL Washington, owned by eoples Broadcasting Corp. (also ner of WRFD Worthington, io), provided news, commentary, pital events and program service the network.

Earlier last week, WCFL Chiago and LBS severed relations as WCFL took over rights to White Sox baseball games. Liberty had bought Sox games for the network earlier in the season, with WCFL as Chicago outlet. The network is understood to have been given a rebate on the purchase price by the White Sox, which then is believed to have obtained about $100,000 from WCFL for the rest of the season.

WOPA Settlement Reported

WOPA Oak Park, Ill., originally an LBS affiliate, was reported last week to have reached an out-of-court settlement with Liberty after it charged breach of contract. This, it was understood, restored affiliation to WOPA.

Liberty's suspension found the network holding costly rights to broadcast the two major political conventions from Chicago this summer. Peoples Broadcasting Corp. was considering a proposal to take up the facilities.

In a statement quoted Friday by Associated Press, the elder McLendon said LBS was not in financial difficulty, adding, "We are not contemplating bankruptcy proceedings and reports that we may file in bankruptcy court in Dallas are untrue."

Herbert E. Evans, general manager of Peoples, said Friday his organization is considering offering, through WOL, news and other services to stations in mid-Atlantic states on a cooperative basis.

Interested stations will meet soon to see what can be worked out, he said, "probably on a non-profit basis with stations sharing expenses and earnings of such a project. The only information we have today is that Liberty has suspended operations. Whether or not this suspension is permanent is still to be learned." He said the LBS suspension will not materially affect Peoples operations.

ENJOYING Florida sun after semi-annual management meeting are these Storer Broadcasting Co. executives: (first row, l to r) Gayle Grubb, vice president-managing director, WJBK-AM-TV Detroit, and Glenn Jackson, managing director, WAGA-AM-TV Atlanta; middle row, A. Garrin Ferrise, managing director, WMMN Fairmont, W. Va.; George B. Storer Jr., vice president-managing director, KEYL San Antonio; J. Robert Kerns, vice president-managing director, WSAI Cincinnati; Allen Haid, vice president-managing director, WSPD-AM-TV Toledo, and Miller Babcock, managing director, WGBS Miami; third row, William Rine, regional vice president, central district, and managing director, WWVA Wheeling, W. Va.; Tom Harker, vice president-national sales director; George B. Storer, company president; Lee B. Wailes, executive vice president, and Stanton P. Kettler, vice president, southern district.

WALKER LETTER

Acknowledges Ad

EXCERPTS from FCC Chairman Paul A. Walker's speech at the NARTB convention were printed and praised in an advertisement placed by WTWA Thomson, Ga., owned by Edgar H. Kobak, in the *McDuffie Progress*, of Thomson, published by Mr. Kobak.

Last week, after the complimentary ad had been brought to his attention, Chairman Walker wrote to Mr. Kobak:

"Now that this generous helping of rich, purple prose from my Chicago exhortation has been forever embalmed in the pages of the *McDuffie Progress* for posterity and beyond, I really have nothing more to live for. . . .

"This issue also gives me some inkling as to the irresistible attraction the city of Thomson has for you. The cafe society, the night clubs and the teeming crowds of New York apparently pale into insignificance beside the Saturday night barn dances, the rodeos and the strawberry shortcake festivals of the Camellia City of the South."

JACK BERCH, star of ABC radio *Jack Berch Show*, tees off Western Child Safety Week at meeting of Hollywood Ad Club today (May 19), with talk on "Value of Advertising Child Safety."

POLITICAL FUNDS

House Votes for Inquiry

HOUSE approved by voice vote last Monday a resolution to set up a special committee to look into campaign expenditures of House candidates [B•T, March 24]. It was sponsored by House Majority Leader John W. McCormack (D-Mass.).

In addition to investigating methods of contributions, expenses, money raised or subscribed by candidates, individuals, groups and corporations, the resolution (H Res 558) provides for study into "use of advertising space, radio and television time . . . moving picture film" and other services made available to the House candidate in his campaign.

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REBROADCAST RULE HAILED BY BROWN

GORDON P. BROWN, owner of WSAY Rochester, N. Y., and long-time gadfly of networks, jubilantly hailed FCC's interpretation of rebroadcasting provisions of Communications Act at Washington luncheon news conference he hosted Friday. Mr. Brown's attitude was that Commission's opinion (see story on page 24) eliminated control of networks over rebroadcasting of programs, aided bargaining position of affiliates vis-a-vis networks.

If sponsor approves rebroadcast of his program, Mr. Brown explained, then station which originally broadcast it should have no hesitancy in approving rebroadcasts. Mr. Brown alluded to Commission's order which requires station which declines rebroadcast permission to justify its refusal in writing to FCC.

Commission also, Mr. Brown believed, invited Congress to pass Sheppard bills (HR 10 and 73) which would legislate control of programs out of networks into hands of sponsors or package owners.

Rebroadcasting means more income for independents and affiliates, Mr. Brown contended. He distributed booklet to show that topnotch network shows got higher rating on rebroadcasts than they did on original airings (e.g., Jack Benny on CBS at 4 p.m. on Pacific Coast had rating of 15.7, rebroadcast by same station at 9:30 p.m. brought him rating of 20.7). Basis of Mr. Brown's belief seems to be that rebroadcasts attract new audience to show.

Mr. Brown, who claimed to have spent $40,000 of his own money in fighting networks and to be responsible for FCC's duopoly rule, forcing sale of Blue Network by NBC, and other Chain Broadcasting regulations, also announced formation of American Assn. of Affiliated & Independent Radio & Television Broadcasters (AAAIRTB).

WSSV APPLICATION

TOTAL new television station applications filed last week raised to three Friday when WSSV Petersburg, Va., filed for Channel 8, with 27.8 kw ERP (see early story page 61). Principal WSSV stockholder is Louis H. Peterson, owner of WNOR Norfolk, Va., and Peterson Adv. Agency, Petersburg. Cost of new TV outlet estimated at $248,283. Application estimated first year's operation would be in red—with $200,000 operating cost and $175,000 expected revenue.

Amended application, requesting UHF Channel 59, was filed by WFAM Lafayette, Ind. Cost for 20 kw ERP station was given as $158,000. Sole owner O. E. Richardson.

Thirty-year-old KGU Honolulu, Hawaii, owned by *Honolulu Advertiser*, announced it plans to apply for Channel 4 with 37.2 kw ERP. Antenna will be atop AM tower, on top of Advertiser Bldg.

SAG ISSUES THREAT

SCREEN ACTORS GUILD will "assert its legal rights" and cancel existing working arrangement with members of Alliance of Television Film Producers unless agreement on new collective bargaining contract is reached by June 24 to comply with 60-day notice regulation. Original SAG-ATFP contract expired last December but was extended on temporary basis during negotiations.

CO-OPS ON CONVENTION

LOCAL AND REGIONAL advertisers will be able to sponsor on network co-op basis Democratic and Republican national conventions direct from Chicago over MBS in July, William H. Fineshriber, Mutual executive vice president, announced Friday.

Decision was made after Mutual's 550 stations reported that they had been swamped with local and regional requests to share convention time, Mr. Fineshriber said.

PAULEY FILES PETITION IN PRO FOOTBALL CASE

EDWIN W. PAULEY, 27½% partner in Los Angeles Rams pro football team, petitioned U. S. District Court, Eastern District of Pennsylvania, Friday to protect his personal rights in pending U. S. anti-trust action against National Football League and member clubs. U. S. suit charges conspiracy in controlling radio-television rights to games.

Mr. Pauley, major stockholder in San Francisco TV applicant, Television California, told court he opposed club's adherence to league's policy, adding he had no control of club affairs under agreement giving Daniel F. Reeves, 30% partner, full operating powers. Last January, Rams were only club voting against continuance of league rule binding all members to follow league policies. Mr. Pauley said he has consistently opposed this rule.

TALL TOWER PROBLEMS ASSIGNED TO SUB-GROUPS

ORGANIZATION of industry-government committee working on tall TV tower problem [B•T, May 12] into subcommittees to explore facets of situation—including one to determine extent, if any, of dangers to air navigation—was decided Friday at second meeting of "ad hoc" committee.

To study whether problem exists, and if so to what magnitude, was put up to committee comprising Robert E. L. Kennedy, Assn. of Federal Communications Consulting Engineers; Neal McNaughten, NARTB; John Evans, FCC and D. D. Thomas, CAA. Preliminary study by Mr. Kennedy indicated that of 1,249 TV channel assignments in continental U. S., 170 are to cities with populations over 50,000; 549 in 10,000 to 50,000 class; 530 to cities in under 10,000 class.

Other subcommittees were set up to make detailed study of FCC's recommended criteria, to investigate corollary matters—such as feasibility of using common sites for all TV antennas in one city, etc. CAA and FCC also constituted a special group to review regulations for making and lighting of towers.

CBS-TV BUYS PROPERTY

CBS-TV has purchased property of Sheffield Farms located at 56th st. and 10th ave., N. Y., with nine acres of floor space which will be converted in fall into largest TV plant on East Coast, officials say. It will house 10 studios and will be large enough for helicopters to land on roof with last-minute news film.

PEOPLE..

HAROLD FRAZEE, president, Wiley, Fu... & Davenport, to Scheideler, Beck & W... Inc., N. Y., as executive head of agency's ... drug and cosmetic division.

NANCY KEARNS, Paul H. Raymer Co., ... station representatives, to Hicks & Griest ... same city, as assistant to radio and tele... director, Peter Krug.

JAMES E. DUFFY has been named ma... of advertising and promotion dept. of AB... Central Division, Chicago, effective last ... day. Mr. Duffy has been with ABC since ...

WENDELL HOLMES, D. P. Brother, De... to Kenyon & Eckhardt, that city, as copy...

RICHARD L. PELZMAN, formerly head ... own firm in Washington, named eastern ... syndication manager of Ted Baldwin ... N. Y., promotion and public relations firm.

STOCKHOLDER DIFFERENCES RESOLVED SAYS SNADER

LOUIS F. SNADER, president of Snader Te... scriptions Corp., Los Angeles, declared firm ... not in financial difficulties or for sale, ca... reports to that effect "unfounded and unt... following policy meeting last week. Dif... ences with principal stockholders have b... resolved, he said.

Mr. Snader asserted all phases of busi... are in soundest possible financial condi... Some 42 remaining telescriptions in se... library series yet to be filed, he said, with ... tracts for additional production to be conclu... in time for next board meeting July 2.

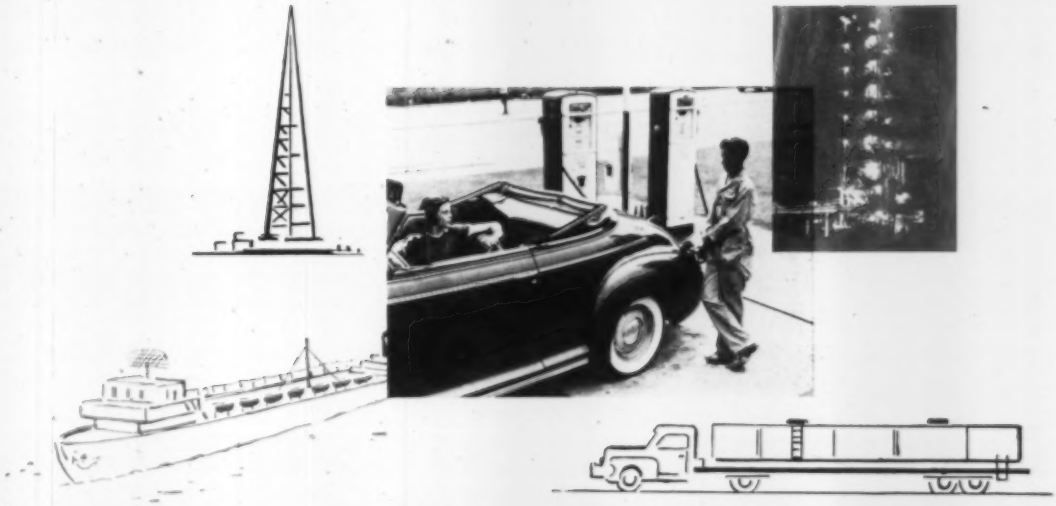
In reorganization, E. Jonny Graff, exe... tive vice president in charge of sales, ta... over operations of Snader Telescriptions Sa... Inc., STC subsidiary. He replaces Reub Ka... man, president, who is leaving organizatio...

GE TRANSMITTER

UHF transmitter rated for 1,000 kw radia... power was announced by General Electric ... in speech by Lewis F. Page, broadcast spec... ist, before Southwestern Institute of IRE ... Houston Saturday. Transmitter has rat... power of 60 kw and combines with GE he... high gain antenna to radiate up to megaw... in power. Heart of new transmitter, fou... in GE's UHF line, is Klystron tube. No pr... has yet been announced for new 60 kw tra... mitter. GE sells 100 w UHF transmitter ... $37,000, 1 kw for $65,000, 12 kw for $14... These compare to VHF transmitters as fo... lows: 5 kw, $65,000; 35 kw, $145,000; 50 ... $205,000. Prices for GE's helical antenna wa... reduced last week—three-bay antenna, fro... $13,500 to $9,000; four-bay, from $18,00... $12,000; five-bay, from $22,500 to $15,000.

NEW UHF TUBES

AVAILABILITY of two newly developed UH... tubes announced Friday by tube departm... RCA Victor. New tubes are forced-air-coo... "1 kw" power tetrode for UHF TV transm... ters and miniature oscillator triode for stat... selectors in UHF home receivers. Forced-a... cooling principle of power tetrode, designe... operate at high frequencies with high efficien... allows for simplification in transmitter des... it was said, as well as "substantial" operat... economies. Oscillator triode was described ... incorporating numerous design features ... minimize frequency drift, lead resistance, ... other limiting factors which affect stability ... conventional UHF tubes.



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